# MENATIONAL UNDERWRITER

Life Insurance Edition

Melham pays for \$1,000,000.00 in first seven months...





On March 1, 1948, Mitchell T. Melham began his agency activities with the friendly Franklin, after seventeen years of association with one of the giant eastern companies.

On October 1, exactly seven months later, his personal paid sales totaled over \$1,000,000.00. In commenting on his splendid performance Mr. Melham said, "During all my previous life insurance experience I had always considered million-dollar production possible only for the superman. But I can truthfully say that with the tremendous appeal of the unique Franklin contracts I found it relatively easy to induce hundreds of people to buy."

In establishing his record Mr. Melham sold nearly 300 cases. Ninety percent of his sales were on the three exclusive Franklin plans—the President's Protective Investment Plan, the Junior Insured Savings Plan, and the Guaranteed Life Annuity.

We are mighty proud of "Mike" Melham and heartily agree with his enthusiastic comment, "There is no competition with Franklin exclusives."



The Friendly

## FRANKLIN LIFE INSURANCE COMPANY

CHAS. E. BECKER, PRESIDENT SPRINGFIELD, ILLINOIS
DISTINGUISHED SERVICE SINCE 1884

One of the 15 Oldest Stock Legal Reserve Life Companies in America

Over \$625,000,000.00 insurance in force.



The Mutual Life's national advertising campaign is another part of the Company's overall program to give

strong support to the personal selling efforts of its Field Underwriters. On an average of once a week a Mutual Life "sales message in print" appears in one or another of six leading national magazines.

Each ad is aimed directly at the better prospect—particularly the young family man. Every element of the ad—the headline, the illustration, and the short human interest story—helps to get our message across to that audience. Each ad explains briefly the contribution life insurance can make

toward family security, and stresses the desirability of an *Insured Income* interview.

To arouse the reader's interest further, the ad offers him a free booklet about Social Security. The booklet explains how to estimate Social Security benefits, and then points out the advisability of preventing the possible loss of those benefits through a properly coordinated life insurance program.

Thus The Mutual Life's advertising campaign and The Mutual Life Field Underwriters are exerting a *combined* effort to help convince the public of the need for life insurance.

Our 2nd Century of Service

## THE MUTUAL LIFE

INSURANCE COMPANY of NEW YORK

34 NASSAU STREET



NEW YORK 5, N.Y.

THE NATIONAL UNDERWRITER Life Insurance Edition. Published weekly by The National Underwriter Company, Office of Publication, 175 W. Jackson Blvd., Chicago, Ill., U. S. A. 52nd year. No. 49, Friday, December 3, 1948. \$5.00 per year (Canada \$6.00). 20 cents per copy. Entered as second-class matter June 9, 1900, at the post office at Chicago, Ill., under Act of March 3, 1879.

Ma by

WA

Gea

minis repeal rode many social classes contrative it many series who we know It it ion specific Gearl attain ing w For

emplopendinand Demo

are to vivors be ap the i Gearl

and v differ that ceive Eas social perha cover candiding the now million mestilocal

ganiza are e Wh social is proby a pubica which light tion mittee

cong Cong the of of 6 tion even Las Georg

various electe

## **Gearhart Act Repeal** May Be Effected by Indirect Means

Social Security Extension Discussed as Vehicle for Change in Agents' Status

By H. C. HALLAM

WASHINGTON-While it has been assumed in some quarters that the administration will demand of Congress repeal of the Gearhart act, which overrode administrative rulings placing many insurance agents and others under social security, though they may be classed in other quarters as independent contractors, information from authoritative sources appears to indicate that tative sources appears to indicate that it may be decided instead to move for general extension of social security coverage and liberalization of benefits. However, administration strategy is not known to have been finally planned. It is pointed out that an administration general social security bill could specifically provide for repeal of the Gearhart law, or that effect might be attained through general language deal-

deathart law, or that effect finght be attained through general language dealing with social security coverage.

For example, if self-employed persons are to be included under old-age and survivors insurance, that provision could be applied to independent contractors in the insurance agents field whom the the insurance agents field whom the Gearhart law would exclude from OASL Or they could perhaps be classed as employes by legislative definition, depending upon the nature of their work and their contracts. However, many Democrats voted for the Gearhart law.

#### Would Have to Pay Double

If covered as self-employed, agents and salesmen would presumably be required to pay social security contributions in a double capacity—employer and worker. This might make a material

and worker. This might make a material difference, it is believed, in the support that social security inclusion may receive from the ranks of agents.

Easiest part of the administration's social security program to put through, perhaps, may be OASI extension of coverage and increased benefits, as both candidates endorsed this proposal during the campaign. About 30 million are now covered by OASI, but some 20 million farmers, agricultural and domestic workers, employes of states and local government and of non-profit organizations, and self-employed persons are excluded.

Whatever administration plans for social legislation may be, the possibility

whatever administration plans for social legislation may be, the possibility is presented that they may be blocked by a coalition of Democrats and Re-pubicans in the House rules committee, which pigeonholes or gives the green light to bills to insure their consideration in the House. Unless this committee is enlarged and assuming that the mittee is enlarged and assuming that the same members who served on it last Congress are reappointed for the new Congress, so far as they were reelected, the outlook is there could be a tie vote of 6 to 6, which would block consideration of national health insurance and even social security legislation.

Last Congress, Representatives Cox, Georgia, and Smith, Virginia, Democrats, lined up with the Republicans on various issues. These two were reelected, as were also Reps. Allen, Illinois; Brown, Ohio, and Wadsworth,

## Sen. Wiley to Offer Bill Exempting \$40,000 Proceeds

WASHINGTON—Senator Wiley of Wisconsin said he would offer a bill when Congress convenes that would exempt the first \$100,000 of an individual's estate from federal estate taxes instead of the present exemption of \$60,000 and would also exempt an additional \$40,000

in life insurance proceeds.

Senator Wiley said the bill was designed to "encourage the American people to take out and maintain their own life insurance and to end the present condition whereby they are discouraged in taking out such insurance because of heavy taxes and lack of suffi-

cause of neavy taxes and lack of sum-cient exemptions."
Senator Wiley will retire as chairman of the judiciary committee under the changeover to Democratic control. He said that he had asked the Treasury to estimate the revenue losses that would

result from his proposal.

In his talk at the American Life Convention's annual meeting Senator Wiley spoke in favor of more favorable estate tax treatment for life insurance proceeds.

The amount to be reserved for dividends to policyholders of New York Life in 1949 will be approximately \$45,-900,000, compared to \$37,150,000 for 1948, an increase of \$8,750,000.

If the 1948 dividend scale had been maintained for 1949, the amount to be reserved would have been \$40,200,000. Therefore, the total amount to be reserved, under the new dividend scale approved by directors, is about \$5,700,000 higher than if the current scale had been maintained.

#### Name C.L.U. Committee

The planning committee for the eco-The planning committee for the economic conference in Chicago Jan. 19 of the American Society of C.L.U. will consist of Wm. D. Davidson, Equitable Society, chairman; Gerard S. Brown, Penn Mutual; Charles L. Kluss, Edwin, Shields & Hewitt & Assoc.; Carl E. Lindstrom, Travelers; Nelson D. Phelps, Northwestern Mutual; Clarence E. Smith, Northwestern Mutual; Loyd W. Uebele, Northwestern Mutual; Harry G. Walter, W. A. Alexander & Co.

#### Hearing on Group Life

The joint legislative committee of the Pennsylvania legislature will hold a hearing Dec. 8 at Harrisburg to discuss group life.

New York, Republicans.

The rules committee has been made up of eight Republicans and four Democrats. Next year, with reversal of the political complexion, there will be four Republicans and eight Democrats. The former are expected to be Allen, Brown, Wadsworth and one other. Democrats expected to be reappointed on the committee are Sabath, Chicago, former chairman, Cox and Smith. These last two, and four Republicans, will make half the committee who would be in position to block favorable action by the nomial to block favorable action by the nomial Democratic majority on the committee on health insurance, social security and

on health insurance, social security and other legislation.

One way out of this dilemma would be for the administration leadership either to keep Cox and/or Smith off the committee. But this usually just isn't done under the congressional seniority

### Postpone Use of **New Aptitude** Index to Feb. 1

HARTFORD—L.I.A.M.A. has post-poned change-over from the old aptitude index to the new one for one month.

Feb. 1, 1949, is the new date. The new date was chosen because of mechanical difficulties encountered by printers and because some companies had requested a later date. These companies said they wished to plan meetings with their general agents and managers before initiating the use of the new

Companies short of the old forms can obtain gratis enough to carry them through January.

The L.I.A.M.A. research division is

now ready to send out sample copies of the new index for use in explaining the new form to general agents and mangers. Question and answer material for use in orientation of personnel also

Uniformity in the date on which all companies begin use of the new form is necessary to preserve the research value of the new index forms, which will be returned to L.I.A.M.A. after they are completed by applicants.

#### Should Destroy Old Forms

S. Rains Wallace, research director, urged that companies destroy all the old aptitude index forms on Jan. 31. Should any companies continue use of the old forms after that date, great confusion concerning the meaning of scores would

One of the features of the new form ives L.I.A.M.A. ownership of all copies. when a test has been given a prospective agent, pages 3 to 10 must be returned to the association. This is done turned to the association. This is done through a device on the new copies which enables these pages to be removed with a single stroke by means of a series of carbons with perforated edges.

In this way, the association will have available to it the results of all tests given. A constant study will thus en-able the research division to maintain the test in an up-to-the-minute fashion. The new system also helps to maintain the confidential status of the aptitude in-

#### Mass. Mutual Revises Titles in Group Dept.

Massachusetts Mutual Life, in reormassachusetts Mutual Life, in Feor-ganizing the group department's super-visory duties, has changed the title of C. G. Hill, from assistant actuary to group secretary; F. T. Googins, Jr., from assistant manager group department to assistant group secretary; S. L. Shea from planning engineer to assistant group secretary. G. G. Canney, calcula-tion department, becomes supervisor in charge of group permanent; R. K. Cowan, accounting department, supervisor in charge of group accounting; H. L. Sullivan, assistant manager group department, transfers to the account. department, transfers to the agency department as agency assistant.

#### Gets Delaware License

Great-West Life has been licensed in Delaware, the third state it has entered this year. The company now operates in 15 states and Canada.

#### **Honor President Cummings**

Minnesota Mutual Life agents are aiming at an \$18 million new business goal in the "President's month" campaign this month, honoring President H. J. Cummings.

## **Compulsory Pension Bargaining May Go** to Supreme Court

#### Inland Steel Says Union Represents But Segment of Employes

WASHINGTON-Inland Steel Co. has petitioned the U. S. Supreme Court for a writ of certiorari to the seventh circuit court for review of the latter's decision sustaining the national labor relations board ruling that the company must bargain collectively with the United Steelworkers, CIO, as exclusive representative of all employes with respect to pension and retirement policies.

The union charged and NLRB complained that Inland Steel had engaged in unfair labor practices by establishing a company-wide pension trust without consulting the union and by failing to negotiate with the union concerning retirement under the company pension and

retirement plan.
Inland Steel says it recognizes 23 labor organizations as bargaining agents for certain employes, but that the board order would require it to bargain with the steelworkers solely for all employes. The company maintains that this would be unlawful as such bargaining would go outside the unit the steelworkers represent and would bind the bargaining results on other units having other bargaining representatives. Bargaining with the steelworkers on pensions and retirement on the employes which that union actually represents would, on the other hand, destroy the company-wide plan and all similar existing plans, the company avers.

In the petition, Inland Steel cited the United Mine Workers plan and other industry-wide plans as examples of what must eventuate in all unions if the decision stands. Unionwide plans would be presented as an ultimatum or their uniformity would be destroyed, it is charged.

In reply to the statement in the circuit court decision that provisions as to retirement and pension plans embraced in collective bargaining contracts last year were being "generally used", In-land Steel says that such provisions appeared in "one forty-second of 1% of the 50,000 collective bargaining contracts in effect in 1945."

The petition also cites a Senate committee statement that nothing in the labor relations bill would "interfere with the freedom of employers to estab-lish pension benefits".

#### Allen May Get Tenn. Post

NASHVILLE, TENN .- M. O. Allen, of Newport, who served as highway commissioner during Gov. Browning's previous term in 1938-39, is said to be currently the leading candidate for in-surance commissioner to succeed James M. McCormack.

Mr. Allen is a local agent, operating Newport Insurance & Investment Co.

### John R. Lange, Career Man, New Wis. Commissioner

MADISON, WIS.—John R. Lange, chief actuary of the Wisconsin insurance department, where he started as assistant actuary in 1920, has been ap-

assistant actuary in 1920, has been appointed state commissioner of insurance by Gov. Rennebohm.

Mr. Lange, a state career man, took over the office Dec. 1. His appointment for the term running until June 30, 1951, must be confirmed by the state senate. The remainder of the six year term was filled by the late Morvin Duel and the last two months by John L. Sonderegger, financial expert of the Rennebohm drug store chain, who has been a trouble store chain, who has been a trouble shooter for the governor and served a year as state treasurer to fill a vacancy before becoming insurance commisyear as state freasure to me a vacuum before becoming insurance commissioner. Mr. Sonderegger becomes financial secretary and will assist the governor in preparing his budget recommendations to the 1949 legislature.

Now 56, Mr. Lange was graduated from University of Wisconsin in 1917 and then served in the first war before ioning the department 28 years ago.

and then served in the first war before joining the department 28 years ago. He is a fellow of Casualty Actuarial Society since 1933 and is serving his second term as a member of the blanks committee of National Assn. of Insurance Commissioners. In 1927 the Life Convention of Wisconsin conferred upon him the degree of life insurance counselor for meritorious service. The position of commissioner in Wisconsin carries a salary of \$6,500.

#### Aetna Life Host to 79 at General Agents' Meeting

Aetna Life was host to 79 agency heads in Hot Springs, Va., at the first national general agents' conference held by the company since 1940. Among the speakers were Morgan B. Brainard, president; R. B. Coolidge, E. E. Cammack, and W. H. Dallas, vice-presidents; D. E. Hanson, superintendent of agencies; O. H. Jessie, J. D. Nelson, and Arwood Henderson, assistant superintendents of agencies; G. A. Lawton and J. K. Luther, field supervisors, and and J. K. Luther, field supervisors, and Dr. J. G. Irving, medical director.

and J. K. Luther, field supervisors, and Dr. J. G. Irving, medical director.

General agents addressing the conference were R. E. Florian, Salt Lake; H. A. Maddox, Atlanta; E. H. Snow, Des Moines; W. T. Craig, Cincinnati; J. T. McCance, Hartford; H. H. Holt, Philadelphia, and John A. Hill, Toledo. R. S. Edwards of Chicago was chairman the first day; N. M. DeNezzo, assistant superintendent of agencies, presided at the second session, and O. A. Krebs of New York was chairman the final day. Additional members of the home office delegation were R. W. office delegation were R. W., vice-president and comptroller; Myers, vice-president and comptroller; J. E. Griffith, Jr., assistant vice-president group division; H. E. Wright, auditor; I. F. Cook, secretary group division; Karl L. Sommer, manager accounts division; D. P. Cavanaugh, associate counsel; Paul H. Rogers, assistant secretary accident and liability department; W. C. Cousins, supervisor accident and health production; George Hearn, agency assistant, and John H. Warner, life advertising manager.

#### Acacia Opens Branches

WASHINGTON—Acacia Mutual is opening branches in Shirlington, Va., and Silver Spring, Md., nearby suburbs of Washington.

Vernon R. Zimmerman of the District

of Columbia branch was named manager at Shirlington. G. Edward Hacking is unit manager there. Wayne Dorman, also of Washington, heads the Silver Spring office.

#### Scott Speaks at Denver

Martin I. Scott of Los Angeles, president of American Society of C.L.U., addressed a dinner meeting of the Denver chapter Dec. 1.

### A.L.C. Committees Are Designated

Committees of the American Life Convention have been appointed and the chairmen are as follows: actuarial, William Breiby, vice-president Pacific Mutual; agents and agencies, Wendell F. Hanselman, vice-president and superintendent of agencies Union Centrals coordination of activities, Claris Adams, president Ohio State Life, departmental supervision, B. M. Anderson, counsel Connecticut General; finance, L. D. Cavanaugh, president Federal Life of Chicago; group insurance, Emil E. Brill, vice-president General American; insurance regulation, Berkeley Cox, associate counsel Aetna Life; medical examinations, Dr. Maurice B. Bender, vice-president and medical director Guardian Life; committee on meetings (formerly "next annual meeting committee"), J. Howard Oden, president North American "next annual meeting committee"), J. Howard Oden, president North American Reassurance; program, S. J. Hay, president Great National; resolutions, E. S. Ashbrook, president and treasurer North American Life of Chicago; and uniform laws, C. Petrus Peterson, vice-president and general counsel Bankers Life of Nebraska.

The board of regents, which has charge of the annual A.L.C. investment seminar, has no official chairman but the A.L.C. president, who this year is President W. E. Bixby of Kansas City Life, is ex-officio a member of all committees

is ex-officio a member of all committees and acts as the board's chairman, while the financial vice-president, who is Joseph M. Bryan, 1st vice-president Jefferson Standard Life, acts as vice-

chairman of the board.

William R. Collings has joined State Mutual Life at Boston as a home office group representative. He was with John Hancock in Boston and Detroit from 1936 to 1948 except for army serv-

### Lincoln to Talk on Mahoney Hearings

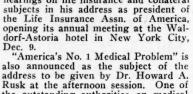
Leroy A. Lincoln, president of Metropolitan Life, will discuss the recent New York joint legislative committee hearings on life insurance and collateral in addressing the convention subjects in his address as president of the Life Insurance Assn. of America, opening its annual meeting at the Waldorf-Astoria hotel in New York City,

also announced as the subject of the address to be given by Dr. Howard A. Rusk at the afternoon session. One of Rusk at the afternoon session. One of the outstanding authorities on medical rehabilitation, he is professor and chair-man of the department of rehabilitation and obveical medicine at New York and physical medicine at New York University and chief of rehabilitation service at Bellevue hospital in New York.

The subject of the address by Gen-

#### L.I.A.M.A. Atlantic Grads Plan Session on Jan. 18

M. Albert Linton, president of Provident Mutual, and John Marshall Holcombe, Jr., managing director of Life Insurance Agency Management Assn., will address the all-day meeting of the Atlantic Alumni of the L.I.A.M.A. Schools in Agency Management to be held in Philadelphia on Jan. 18. James P. Graham, Jr., Baltimore, general agent for Aetna Life, will preside as president of the group. C. Sumner Davis, assistant manager of agencies of Provident Mutual, is program chairman, assisted Mutual, is program chairman, assisted by his associates, Frederick J. Kiefner and William F. Sessons.



of honor, has not yet been announced.

A record attendance of 500 is ex-

## Neb. Official Eyes Significance

Insurance Director Stone of Nebraska in addressing the convention of Nebraska State Bar Assn. said that for future trends in federal regulation of insurance, he suggests watching the budget requests for federal trade commission. The speaker reviewed the organization of Assn. of Insurance Advertisers by the mail order A. & H. companies and the employment of Wendell Berge, former assistant U. S. attorney general, as general counsel.

Berge requested FTC to hold hearings for the purpose of establishing a code of fair practices for mail order insurance advertising. Thereupon FTC canvassed each insurance commission canvassed each insurance commissioner requesting much factual data and soliciting recommendations. While the coming recommendations. While the commissioners have furnished the factual information, Mr. Stone said most of them have declined to make any specific recommendations to FTC, feeling that the matter can be handled by state regulation. The all-industry committee is working on the problem.

Some believe that Assn. of Insurance Advertisers will be given merely what they requested from FTC but there are others who believe that FTC will slowly expand its scope to include all casualty insurers writing A. & H. and later may take in all insurance that may be in-

take in all insurance that may be in-

take in all insurance that may be involved in interstate commerce.

Every segment of the industry believes that regulation at the state level, even though it involves duplication, is far better than federal control. Likewise, all of the states realize that loss of insurance regulation may mean the of insurance regulation may mean the loss of considerable tax income. Hence loss of considerable tax income. Hence the commissioners and industry are working hand in hand in an effort to bring about a real regulation that will satisfy the federal government that federal regulation is not needed. Nevertheless, Mr. Stone went on, there are possibilities of increasing federal regulation. The election upset presents the possibility of far reaching federal regulation, national health insurance, radical social security extension, etc. If the administration elects to press for action along these lines, it probably can be successful. He recalled that Truman last year asked Congress to appropriate \$100,000 for an insurance investigation by FTC. Congress appropriated only \$10,000 and limited its use to the mail order phase of the business.



## SO PROUDLY WE SERVE

What profession is as charged with the sacred obligation and responsibility to serve people as the profession of Life In-

How many Life Insurance Underwriters have felt the deep, inner, spiritual warmth, when, by their insistence and persistence, they were able to make an other-wise perilous journey secure, smooth and comfortable for a widow and family! How many have felt a unique strength and inner peace, when they saw a young man or woman graduate from College, because of the foresight of the Agent and parents in providing life insurance!

We of Commonwealth feel deeply our responsibility to serve: we share with others in the profession of Life Insurance a great challenge to carry our message of service insistently and persistently to all people.

Insurance in Force — October 31, 1948 — \$385,088,985

COMMONWEALTH LIFE INSURANCE COMPANY LOUISVILLE

#### Caldwell President of New Jersey A. & H. Assn.

NEWARK—At the annual meeting of New Jersey A. & H. Assn. these officers were elected: President, Richard Caldwere elected: President, Richard Caldwell, United States Life; vice-president, Horace Freeston, Freeston agency; secretary-treasurer, Herbert A. Siddons, Service Review; directors, James Bollinger, C. W. Bollinger & Co.; Josephine Meskill, Loyalty group; Thomas Cunningham, Aetna Casualty; Ray Sheehan, Mutual Benefit H. & A.; Albert E. Bowman, Bankers Indemnity; Charles J. Simons, C. J. Simons & Co.; James Garman, Washington National, and George E. Lehman, National A. & H.

All past presidents were invited to attend this meeting and give a brief outline of any important accomplishments of the association during their term of office or any other information which would be helpful to the new officers.

A joint Christmas party with New Jersey Women's A. & H. Assn. will be held Dec. 16 at East Orange with about 50 counts in attendance.

50 couples in attendance.

#### Moose to Prudence Life

Frank X. Moose has been elected vicepresident of Prudence Life of Chicago. He served in the Illinois insurance department for 9½ years and was assistant chief examiner. Recently he has been with Arcadia National of Chicago Ho Pai

Decer

A sp confer with f Ally N.A.I. memb son of ringto New PARL

WA

order Assn. sociate FTC c trade puntil th FTC make a ence w dustry gest ri a secon the ma FTC C

propose

hetween

some c Genero The hotel is there h hired th erous v the con list of and cor ber of sides th some of

that ma trade pr vertisers member ers on c

L.I.C. for Ar The hold its

Raton, has incr years, ar will dra tory. Spot the 4 will be

Kan. A Ka was forr consider tions an Society's sions al

Insuranc Kansas Kansas Kansas Wichita Manager Assuran

Annuc Mutual

home of toys for junior of derwritte will be d

## ce

ber 3, 1948

f Nebraska f Nebraska for future insurance, budget reamission. organiza-Advertisers companies dell Berge, ey general,

hold hearblishing a mail order upon FTC nmissioner and solicitthe com-factual inst of them ecific recte regula-

Insurance rely what there are vill slowly l casualty later may y be inustry be-

ate level, cation, is ol. Likenean the e. Hence stry are effort to that fedhere are ral regu-sents the

ral regu-e, radical If the can be man last propriate stigation ed only

n. eeting of officers d Caldresident, cy; sec-Siddons, es Bol-osephine as Cunheehan.

arles J. les Gar-George ited to ief outterm of which cers.
h New
will be
h about

d vicehicago. assist-he has Hold FTC-N.A.I.C. Parley Dec. 16-17 A special committee of National Assn. of Insurance Commissioners will hold a conference in Washington Dec. 16-17

with federal trade commission. Allyn of Connecticut, chairman of the N.A.I.C. executive committee, is chairman of the special committee. The other members are Forbes of Mchigan, Larson of Florida, N.A.I.C. president; Harson of Florida, N.A.I.C. president; rington of Massachusetts, and Dineen of New York.

#### PARLEY TO BE WHOPPER

PARLEY TO BE WHOPPER
WASHINGTON—Preliminary to the trade practice conference for the mail order insurance industry in Chicago, Dec.8, Wendell Berge, counsel for Assn. of Insurance Advertisers, and associates have been conferring here with FTC officials. Mr. Berge said proposed trade practice rules will not be released until the trade practice conference.
FTC has no draft set of rules. They make a point that the Chicago conference was called for the mail order industry and say that it is up to it to suggest rules. FTC cooperates with the industry "as far as it can." Expecting a second trade practice conference for the mail order industry after Chicago, FTC officials plan to work over the proposed rules developed at Chicago, between conferences, and probably make some changes in them. some changes in them.

#### Generous With Invitations

The Chicago meeting at the Stevens hotel is expected to be a big affair and there has been the unofficial suggestion there has been the unofficial suggestion that it would have been wiser to have hired the stadium. FTC has been generous with its notices or invitations to the conference. The commission has a list of over 100 mail order companies and considerably more than that number of invitations have gone out. Besides the mail order companies, invitations went to state commissioners, some other companies, insurance industry associations and groups, and others that may be interested in the projected trade practice conference rules.

that may be interested in the projected trade practice conference rules.

Members of Assn. of Insurance Advertisers have developed a very flossy seal in gold and red, and this emblem of membership in A.I.A. appears on stickers on current mailings.

#### L.I.C. Picks Boca Raton for Annual, April 26-29

The Life Insurers Conference will hold its annual convention at Boca Raton, Fla., April 26-29. Attendance has increased 150% during the last two years, and it is expected that Boca Raton will draw the largest delegation in history. Special recognition will be made of the 40th anniversary of the association. The eight members from Florida

#### Kan. All-Industry Committee

A Kansas "all industry committee" was formed at a meeting at Topeka to consider a joint program of public relations and legislation. Kansas Medical Society's committee on allied professions also will be ex-officio members. Insurance groups represented include Kansas Assn. of Life Underwriters, Kansas Assn. of A. & H. Underwriters, Kansas Assn. of Insurance Agents, Wichita Assn. of General Agents & Managers, Assn. of Kansas Life Companies. Bert A. Hedges, Business Men's Assurance, Wichita, is acting as chairman.

#### Annual Toy Drive

Mutual Life Assn., organization of home office employes of Mutual Life, has begun its annual drive for Christmas toys for needy children. Senior and junior officers of the company have underwritten the cost of 150 dolls, which will be dressed by women employes.

## Rush Act on SS Changes Unlikely

WASHINGTON — A billion dollar security program has reportedly been recommended to President Truman by Federal Security Administrator Ewing. It would broaden social security to include members of the armed forces and to incorporate under the OASI system millions of self-employed persons, sales agents, farm and domestic workers and others now excluded; increase pensions and survivors benefits by 50%; start national health insurance at a cost of \$15 million the first year; integrate civil service retirement and perhaps other retirement, with social security.

Ewing's recommendations are expected to be incorporated by the President in his message to Congress in

dent in his message to Congress in

January.

Meanwhile, Rep. Doughton, North Carolina, prospective chairman of the House ways and means committee, says he does not expect early action on social

"In order to give adequate attention to the legislative recommendations for improvement of the social security system," said Doughton, "it may be necessary to create a subcommittee on social security."

This Congress has had such a subcommittee for a year or more or more attentions.

committee for a year or more.

#### Taylor Back in Field

Harold L. Taylor, former New York manager of Mutual Life, has joined Metropolitan Life as a group supervisor in New York. Mr. Taylor entered the business after serving in the first war, becoming a life member of the Million Dollar Round Table. When the U. S. entered the last war, he left the business to establish an organization for the development of training data for the navy and army. navy and army.

## McKinney Makes Close Comparison of Contractor, Employe Status for Agents

the social security retirement benefit— it would probably cost at least \$59.75 a year for a male age 45 and \$71.64 a year for a female age 45 for a benefit



age 45 for a benefit of \$10 a month, according to an article on social security for life agents in the November "Life Association News," by Gordon D. McKinney, N.A.L.U. actuary. This means that the retirement income benefit provided under OASI of \$48.20 means that the retirement income benefit provided under OASI of \$48 a month would cost \$59.75 times 4.8 or \$286.80 a year and the retirement income to the agent's wife would cost \$71.64 times 2.4 or \$171.95 a year, a total cost of the two benefits being \$458.75 a year.

Mr. McKinney points out that the survivor benefit would also have a value if the agent has any children under age 18 and that this benefit might be compared to the parent's death waiver plan

pared to the parent's death waiver plan on a child's policy. If it were assumed, for illustration, that the combined widow's and children's survivor benefit widow's and children's survivor benefit were \$50 a month or \$600 a year, the cost if the children were age 0 would be \$77 a year, if the children were age five would be \$52.50 a year or if the children were age 10 would be \$31 a year. Mr. McKinney makes the point, however, that even disregarding these benefits, the agent under social security

If a life company were willing to sell an annual premium, non-participating deferred annuity vesting at age 65 without any death benefit before or after vesting—this being equivalent to the social security intending to remain in the business there would be no benefit under it except a sickness benefit in one of the two states providing this benefit.

#### Compares Positions

Mr. McKinney also compares the relative positions of the independent contractor agent and the employe agent under the personal income tax. The contractor can deduct all business expenses from his gross income and still retain the option of taking the standard 10% deduction in lieu of non-business expenses in arriving at his income tax. The employe agent, however, would not be able to deduct the depreciation or loss on sale of his automobile and he might be required to deduct his other business expenses as an offset against

business expenses as an offset against his standard deduction. The internal revenue code indicates that under business expenses an indethat under business expenses an inde-pendent contractor may deduct such au-tomobile expenses as gasoline, oil, re-pairs, garage rent, insurance and other necessary operation and upkeep ex-penses, together with depreciation based on the car's cost and its estimated use-ful life, plus any loss sustained through its sale even though it may occasionally be used for pleasure purposes

be used for pleasure purposes.

#### Has to Be Overnight

However, for the employe, the only travel expenses deductible as business expenses would be those incurred "while away from home overnight." If the emaway from nome overnight. If the employe returns home each night no matter what the distance traveled the expenses would not be deductible. An employe, however, in lieu of the standard deductions and the standard deductions are standard to the standard deductions. ard deduction may deduct as non-busi-ness expenses those expenses which are incurred in the production of income, but he would under no circumstances be allowed to deduct the loss on the sale or

allowed to deduct the loss on the sale or depreciation on his automobile.

Mr. McKinney takes a hypothetical example comparing an independent contractor agent with an employe agent, each having gross earnings of \$5,000 a year. The contractor agent has \$625 business expenses and \$437.50 of non-business expenses, this being the standard 10% deduction on the remainder after business expenses. Exemptions for his wife and two children are \$2,400 leaving a taxable income of \$1,537.50. On this the tax payable is \$307.50. For the employe agent it is assumed that there are no allowable business expenses. His non-business expenses are \$500, the 10% of income deduction being used because it is assumed that no automobile expenses are permitted are automobile expenses are permitted are non-business expenses and the total non-business expenses consisting of other expenses incurred in business (\$225) and non-business expenses (\$150) (\$225) and non-business expenses (\$150) are less than \$500, which is 10% of \$5,000. He has the same personal exemptions but his taxable income is \$2,100, making his tax payable \$420 as against \$307.50 for the independent contractor with the same gross earnings

## **The Closing Moment**

Walter T. Benz, member of the Penn Mutual's L. L. Newman Agency, Fort Wayne, says:

When I'm on the 'firing line,' I think my most difficult moment is in closing. I think perhaps the reason for this is that I don't really establish the want-to-buy attitude in the prospect in that I receive too often objections that they want to think it over, or they like it but can't afford it, or they want to talk it over with

"After I have determined that the prospect is interested, I ask him to have our doctor check him over and let me submit a contract for his approval. In the meantime, he can be thinking about it and talking it over

"I feel that with the policy on hand and putting the question 'Is this satisfactory,' that I'm in a much better position to answer objections. I think this procedure pins the prospect to a point where he says either it is acceptable or he makes some objection to the terms of the contract, which objection I think I can answer effectively."

#### THE PENN MUTUAL LIFE INSURANCE CO.

JOHN A. STEVENSON

INDEPENDENCE SQUARE, PHILADELPHIA

### COST OF VESTING

Mr. McKinney also deals with the question of vested interest in pensions. Since plans involving independent contractors may not be held to qualify for the favorable treatment given "approved" plans applying to employes, it means that if an agent is an independent contractor then any contributions made by his company may have to be declared at time of vesting to be income for tax purposes. Mr. McKinney takes as an example an agent with an income of (CONTINUED ON PAGE 9)

Decemb

"Inc

Com

Hit k

CINC revealed vania st for the I

the inco

program of finan

Cincinna

have no ing up a

cause o pressed

interest agents c

fessiona

brought

grown v

afford to

designat

Keen D

There

tive em good gr

eadersh

students instructo

sawdus It is

him abo he tells they like

come eve

Thomas rogram

Many

Subjec

NEW

many chi formerly

s setting

nization

of nation

onsultar

are and

inder the New York

mmerc

in inters

igent m ons in

p a gro "local" b inder fe

cited the

tra-state men's cl

LOMA

The So

of films,

toon film

public the

was held

Insura

### Benefit Managers Gird for Possible SS Increases

Major concern of the benefit managers of a number of the country's largest corporations attending the annual meeting of the Federation of Employees' Benefit Associations was the integration of employe plans with increases in government benefits which may result from the coming legislative year. Much of the discussion was necessarily nebulous, but there seemed to be general agreement with the thesis of J. W. Myers, Standard Oil of New Jersey, that any increases in social security will have to be allowed for in private plans. Mr. Myers envisioned overall social security as a combination of a basic layer of Major concern of the benefit managers as a combination of a basic layer of government benefits on which private voluntary plans are superimposed to make for an adequate retirement. He opined that in all fairness benefits cannot be liberalized without extending coverage to all workers. He advised those present to weigh the three compulsory state disability laws. He said that these laws, no matter what form they take, pose many complications for large corporations operating in more than one

state. Mr. Myers favored the New Jersey plan because it permits experience rating. He said that such plans are playing hob with a number of large corporations which operate in more than one state and have wage continuation or some other side pay arrangement also

one state and have wage continuation or some other sick pay arrangement already in effect.

It was evident from the discussion that one of the biggest problems of employe benefit associations is having a large enough group to obtain a real spread of risks. Employe managed plans of small size are still certification to true. of small size are still getting into trou-ble. The managers present generally expressed the opinion that employes prefer service to money, even when they are on the supervisory level.

#### Bares Hospital Cover Flaws

Earlier in the program, much interest centered on the report of Ray E. Brown, superintendent of the University of Chicago clinics and hospitals, that most people leaving hospitals are dissatisfied both with Blue Cross and insured plans of hospitalization. He said that many hospitalization. The said that many hospitals prefer the Blue Cross because they have a voice in formulating these plans. He criticized the claim blanks used by the insurance companies, saying that insurance companies actually have the right to ask only those questions which determine their liability. He said

(CONTINUED ON PAGE 16)

### Group Increases Dwarf New Issue

Group men regard it as a certainty that this year as last year, the increases to existing life groups will far overshadow the dollar volume of new life groups established. This is a phenomenon that seldom shows clearly in published group insurance totals at year's lished group insurance totals at year's

In addition to overbalancing new In addition to overbalancing new groups, increases to existing cover are expected by many group men to be even greater than last year. A prime cause is the almost general raising of group life limits on existing groups everywhere in line with today's conditions. Group staffs have been enlarged to a point staffs have been enlarged to a point where they can spend time surveying and increasing the coverage of existing groups. This year overworked company staffs have had a chance to catch up on

the tremendous backlog of group cases written in past years which have needed upward revision badly.

#### Employment at High Mark

Many gains are chalked up as increases to existing groups where new plants or locations are added to groups already in existence. Numerous corporations which had had group insurance on the employes at their home plant, for example, are now extending this coverage to their branches. Other firms are averaging group coverage to additional extending group coverage to additional classes of employes, broadening the spread. This is a period of record employment and many insured firms have ployment and many insured hrms have been adding people to their payrolls and to their group insurance rolls. All these addition are listed as increases to exist-ing groups rather than new group issued. Revivals of former groups are relatively insignificant and many of the annual statements show nothing in this

It is the companies which have been the longest in the group business that show the largest amounts of increase to existing groups. The newer companies do not have the old cases to work on and confine their activities to the writing of the groups. ing of new groups. The cases they do have on the books are generally of such recent vintage that they require little revision of life limits.

The best way to gain an impression of the magnitude of group increases is to examine the figures from the company statements of last year. It can then be seen that increases were in a good many cases many times the new group issued. Here, for example, is how the top ten companies from the standpoint of group life in force reported 1947 business:

#### L. A. Claim Men Elect

New officers elected by Los Angeles Life & Accident Claim Assn. are: President, Paul Van Deusen, Massachusetts Indemnity; vice-president, Erne O. Adler, Occidental Life; secretary-treasurer, R. A. Protsman, Lumbermen's Mutual Casualty. Dix A. Holloday, Mutual Life, and Frank O. Mennes, Travelers, were named to the executive lommittee.

Retiring president Lloyd Dreibelbis, Forest Home, presided and introduced Commissioner Downey, who talked on minimum standards for A. & H. coverages.

#### Orr Winds Up U. S. Tour

Clifford H. Orr, National of Vermont general agent at Philadelphia and president National Assn. of Life Underwriters, addressed the Philadelphia Association Wednesday at a luncheon meeting, on "Today's Challenges". This was his final talk on a country-wide speaking tour

### VA Will Not Tell **NSLI Surplus Yet**

WASHINGTON-Veterans adminis. tration will make no announcement at this time of surplus in the NSLI fund, a this time of surplus in the VA spokesman said. Computation can be made any time up until payment of dividends is about to begin, he added.

Meanwhile, VA actuarial studies will continue and can take advantage of actual mortality experience during the

tual mortality experience during the next few months in connection with the final determination of how large

final determination of how large the NSLI reserve should be and how large the surplus will be.

VA proposals concerning NSLI surplus and reserve, along with mortality data, etc., were first discussed by VA insurance officials with members of the actuarial advisory committee to VA.

#### **Hear Tax Attorney**

Bert C. Bentley, tax attorney, spoke at the meeting of the Chicago chapter of the American Society of C.L.U. this structors week. His topic was "Gift of Insurance ers that to Minors and Minor's Property." He tack stressed the sales opportunities to be found in the subject. Loyd W. Uebele, president of the chapter, officiated. Paul A. Hazard, program chairman, intro-A. Hazard, prograduced Mr. Bentley.



A PART OF EACH MONTH DURING THE PAST TWELVE, WE HAVE SPENT SOME TIME DEVELOPING, GATHERING, AND EDITING IDEAS, SALES MESSAGES AND METHODS - FOR THE ONE PURPOSE: TO SAVE YOUR TIME! BECAUSE-

When you have a selling job to do. IDEAS are needed! When you write sales letters, IDEAS are needed! When you conduct an agency meeting, IDEAS are needed! Agency management requires hun-dreds of stimulating, motivating and problem-solving ideas during the course of a year. Especially if you publish an Agency Bulletin.

So of course every General Agent Manager, Bulletin and House Organ Editor who does not receive our monthly Management Plans Service will want the 1949 BOOK OF A THOUSAND SALES MESSAGES - because it is filled with attractively illustrated ideas, prepared for reproduction use.

YOU ARE SURE TO APPRE-CIATE THE SCORES OF TIME, LABOR AND MONEY-SAVING USES TO WHICH YOU CAN PUT THIS BIG, \$4.80 IDEA-FILLED BOOK.



## A SEASON OF GIVING

What greater gift can a father give his loved ones than the assurance that they will always have nourishing food, ample clothing, and a home of their own.



George Albert Smith, President

Salt Lake City, Utah

## "Inconsistency" of Company Training

his administrate necessaria at a content at SLI fund, at a utation can payment of the added, studies a studies are revealed in the University of vania study of insurance cour for the Insurance Institute of Assertices. CINCINNATI—The startling fact revealed in the University of Pennsyl-vania study of insurance courses made for the Insurance Institute of America is studies will tage of acduring the inconsistency of company training programs, Joseph C. Pillion, professor of finance, Miami University, told the Cincinnati C.L.U. He said he would have no enthusiasm for the job of heading up a company training program behow large have no enthusiasm for the job of heading up a company training program because of its high mortality. He expressed the hope that with the current interest in training, the turnover of agents can be cut down and really professionally trained people can be brought into the business.

Insurance courses in colleges have grown very rapidly, he stated. The interest is indicated by the fact that inc. L.U. this indicated by the fact that inc. L.U. this if its structors of such courses have more of-

insuranced fers than anyone else to teach elsewhere erty." He at an increase in salary. Colleges ought ties to be to teach things that the industry can't afford to teach, the background of the business as a preparation for the C.L.U. designation, he said.

Keen Demand for Students

There is a keen demand for students who have taken the insurance courses at Miami University, he said. Prospective employers are interested first, in good grades (not a Phi Beta Kappa), and second, in a man who has shown leadership qualities but the fellow who wants a job for a \$250 a month minimum while he is being taught the business is not a good prospect. If Miami students are interested in going into the business, they are sold on it because the instructors have really gone down the "sawdust trail," he asserted.

It is possible to predict pretty well whether a man is likely to succeed after several interviews have been held with him about his future. Mr. Pillion said he tells his students to find the thing they like; if they do so, they can't help but be successful and the money will come eventually. There is a keen demand for students

come eventually.

The speaker was introduced by Thomas McNeil, Provident Mutual, program chairman.

Many "Local" Businesses Subject to Taft-Hartley

NEW YORK—Since the passage of the Taft-Hartley act there have been many changes in the status of businesses formerly regarded as local. If an agent is setting up a group insurance program for what he believes to be a local organization he will be well advised to determine if it is subject to the jurisdiction of national labor relations board, Mark Lauter, New York City labor relations consultant, told students at City College of New York studying group welfare and pension programs in a course under the direction of Martin Segal, New York City pension plan consultant. If a firm participates in interstate commerce or is regarded as participating in interstate commerce by NLRB, the agent must conform to certain provisions in the Taft-Hartley act in setting up a group program. As examples of "local" businesses that NLRB ruled fell under federal jurisdiction Mr. Lauter cited the construction industry, an incited the construction industry, an in-tra-state suburban bus company, and a men's clothing store.

#### LOMA Grads See Films

The Society of L.O.M.A. Graduates at its December meeting saw a series of films, including two 10-minute cartoon films in color which were presented throughout Great Britain in public theatres to help introduce a new mational insurance scheme. The affair was held at the film studio of the J. Walter Thompson advertising agency.

#### Says Few Groups Switched by Compulsory Bargaining

William S. Collins, assistant agency manager of Union Labor Life, declared at the first annual group meeting of the A. & H. Underwriters Conference at Chicago, that insurance companies need have little fear that the NLRB ruling that an employer must bargain on group insurance will result in their losing business already in force to other companies. As far as any switch in in-surance carriers is involved, the com-pany already on the case has a marked pany already on the case has a marked advantage premium-wise and in experience rating, he declared. He recommended that present fines be left with present carriers, but saw no reason why additional lines of cover should not be written by other companies. Even here the present carrier usually has the advantage and it is right that it should have, according to Mr. Collins. He described as a salutary result of negotiascribed as a salutary result of negotia-tions which are based on the NLRB decision, the establishment of a number of non-contributory programs where the existing cases were contributory. The resultant broadening of the spread in the conversion to non-contributory makes the risk more satisfactory from

Mr. Collins admitted that competition in the group field is "a bit keen," but sale of multiple lines is now becoming better service. He commented that the sale of multiple lines are now becoming the rule rather than the exception and credited the unions with a strong part in the impetus which group insurance has received in recent years. More than 125 members of conference companies were in attendance.

were in attendance.

Consider Variety of Topics

Topics considered included the desirability of increasing hospital and surgical benefits to follow the trend of rising costs, promotion of the so-called Wisconsin type plans with substantial increase in the amount of miscellaneous hospital expense benefits available; the role of unions in negotiating for insurance; pressures for compulsory sickness programs, resulting in a call for increased benefits from private plans; fitting benefit schedules to the hospital and surgical charges prevailing in the community where the group is located; medical insurance and franchise plan; the recent Michigan ruling on terminal hospital and medical maternity benefits; demands for providing occupational accident and sickness coverages to sup-

an underwriting standpoint, he indi-cated.

Mr. Collins admitted that competition in the group field is "a bit keen," but Jersey and possibilities of legislation in

Jersey and possibilities of legislation in other states.

Paul W. Watt, Washington National, was chairman. Discussants included J. E. Hellgren, Lumbermen's Mutual Casualty; C. R. Ashman, actuary of Lincoln National Life; W. deV. Washburn, American Health; H. R. Norman, American Mutual Liability; H. C. Pogue, Business Men's Assurance; P. G. Korn, National Casualty; J. L. Morrison, North American Life & Casualty; G. H. Nipp, Employers Mutual Liability; E. D. Speer, Great American Reserve; F. M. Walters, General Accident; G. L. McDowell, Commercial Casualty; R. J. Monahan, Lumbermen's Mutual; R. C. Knoblock, Washington National, and Bill Howland, conference statistician. Bill Howland, conference statistician.

#### Has 100 in Million Club

Pacific Mutual Life's Million Dollar Club as of Nov. 1, has 100 members, all with \$1 million or more insurance in force. Of this number 22 have \$2 million or more in force. Fred L. Hirsch of the Lem C. Swinney agency, Dallas, leads the list with \$7 million.

## Another Reason

The LNL representative recognizes his Company's Mortgage Redemption Plan as a valuable sales-maker in today's market. He finds that his prospects like this plan because:

- 1. The amount of insurance decreases as the mortgage reduces.
- 2. The premium grows smaller each year.
- 3. Substantial permanent insurance remains after the mortgage is paid.

This well-tailored Mortgage Redemption Plan provides another reason for our proud claim that LNL is geared to help its field men.



Its Name Indicates Its Character

The LINCOLN NATIONAL LIFE INSURANCE COMPANY

Fort Wayne 1, Indiana

11

et

ian, intro-

EACH

PAST PENT PING. TING AGES THE SAVE

n S ct an eeded! hun-ig and

g the if you Agent, Organ e our Service OF A AGES

PRE-OF NEY-HICH BIG,

CE RVICE

XUM

Decer

Blane

An

vice-p

their makin

cided

ingly

sulted

to aln

all the

new h

hourly

accust

the pr

Salari

In a

nessme

the co

univer

convic

other

should

out of as em

putting

that it

grou

from o

from d signed duties

part o proach

are tra

gers at

Such

entirely

and als

This sa

nission

centive:

Then,

are put basis.

night l

igency

professo

proce

Th

H ing

Thes

## L.I.A.M.A. Issues Report on Lapse **Habits of Public**

L.I.A.M.A. has published, for home office use only, the report on policy-holder persistency which S. Rains Wal-lace, L.I.A.M.A. director of research, discussed at the association's recent annual meeting. Some of the points covered in the report which were not mentioned in the account of Mr. Wallace's talk in the Nov. 12 issue of THE NATIONAL UNDERWRITER are the follow-

One out of five people who lapse life insurance without value considers giving up the policy almost immediately after buying it. Seven out of 10 lapsers, on the verge of losing their life insurance, consider no plan for conserving the policy. Seven out of 10 make no attempt to get in touch with the agent or agency. Yet in over eight out of 10 cases, the agent who made the sale says the lapse

need not have occurred.

Lapsation is greatly dependent upon

conditions which exist at the time of sale both in regard to the policy, the agent, and the interrelation between them. The report states that "this is encouraging, since it once again indicates that lapsation can be reduced by improvements in the qualification of prospects and the agent's sales meth-

In general, both the lapser and nonlapser groups indicate they hold life insurance in high regard. On the other hand, they do have criticisms of the life insurance business and most of these relate to the problem of public relations.

Although lapsers and nonlapsers were selected for this study in such a way as to minimize income differences between them, some factors usually related to income were found to be "reliably asso-ciated with lapsation," The report con-tinued, "Thus, more of the nonlapsers pay their premiums annually and by mail; more paid cash at delivery; more are married. They are older and have higher level occupations. The fact that these differences occur between two groups which are not reliably different in income may indicate that, not income by itself, but the way in which it is used

is the important factor associated with lapsation. If this is true, further evidence and facts are needed so that the prediction of persistency will rest upon a knowledge of the prospects' habits rather than his paycheck."

### Penn Mutual **Revises Scale**

Penn Mutual has set aside \$11,600,000 for 1949 dividends. The scale is being revised to reflect the improved mortality and lower interest rates since the scale was last changed in 1941, with the result that there will be increases in some dividends and decreases in others, although in many cases the amounts will not materially differ from those paid in 1948.

The change will not affect excess interest payments under income settlement options, including the interest option. As in 1948 these will be based on a total interest rate of 3%. On dividend accumulations the interest rate will continue to be 3% except under certain older policies on the life rate endowment and accelerative, endowment plans where the policy fixes the rate at the average net return on the company's assets. Under such policies the rate will be 2.96%.

#### Additional Dividends

While continuing unfavorable experience under certain older types of disa-bility clauses must be reflected in the dividends under these policies, more favorable experience under certain other older clauses has resulted in elimination of the dividend deduction for policies containing those clauses. Under the present type of disability clauses the experience has been good and this has led to the introduction of additional dividends under policies containing these provisions where the policies have been in force for 10 years or more.

Favorable double indemnity experience has brought about the introduction of additional dividends on policies containing these benefits where the policies have been in force for 10 years or more, except those issued prior to July 1, 1936, at the higher ages, where the extra premiums were materially less than those now charged.

#### Loewy Elected Economist of Bankers Life of Iowa

Harris Loewy has been elected economist of Bankers Life of Iowa. He has been principal econ-

omist of the bu-reau of internal rev-enue of the U. S. Treasury. Previous-ly he had been for two years country desk officer in the division of com-mercial policy of the State depart-

ment.
Mr. Loewy received an M.A. degree from New York university and

Harris Loewy took graduate work at Columbia

at Columbia.

He was statistician for Consolidated Edison in New York in the late '30s and in 1941 organized the statistical division of the War department for the New York ordnance district where he served as senior statistician. In 1942, he joined the lend-lease administration as consulting statistician. In 1943, he joined the office of foreign relief and rehabilitation operations. In 1944, he went overseas when UNRRA was organized as chief industrial economist for the division of industrial rehabilitiation. There he was a delegate to the world trade he was a delegate to the world trade conference at Geneva.

## Conn. Mutual Holds Managerial Seminar

Connecticut Mutual held the second in Connecticut Mutuai neid ine secondm a series of agency management training seminars at the home office Nov. 29-Dec. 4. The seminars, under the direction of George F. B. Smith, agency

direction of George F. B. Smith, agency vice-president, have been arranged for discussion of agency problems by general agents and home office officials.

Those from the home office who took part in the seminar, in addition to Mr. Smith, were Vincent B. Coffin, vice-president; Frederick O. Lyter, and Edward C. Andersen, superintendents of agencies; Raymond W. Simpkin, agency comptroller; E. A. Starr, assistant superintendent of agencies; and Royden C. Berger, advertising director.

Guest speaker was S. Rains Wallace, director of research for L.I.A.M.A., who spoke on selection.

#### Osler to Address Illini Society

Guest speaker at the Dec. 8 dinner of the Illini Insurance Society of the University of Illinois at Urbana, Ill, will be Robert Osler of "Rough Notes." R. D. Barger, vice-president of the so-ciety and dinner chairman, said there are now 114 student members and 78 associate members from the field.



KERNELS THAT SPELL

A TOP RATED MUTUAL COMPANY WITH HALF CENTURY OF SERVICE

#### Plus

One Hundred Million Assets Nearly Eight Millions Surplus

#### Plus

Wide Range of Selling Plans Very Low Net Cost

#### Plus

Continuous Training . . . and UNIQUE VESTED COMPENSATION . for Our Career Underwriters . and Our General Agents. Plus .. Pension Plans for Both.

#### Plus

Handy Midwestern Home Office Direct Premium Collections Midwest to West Coast OPPORTUNITIES



CENTRAL LIFE ASSURANCE SOCIETY

DES MOINES, IOWA

SIXTY-SECOND YEAR

## "GOIN" PLACES

EXPANDED TERRITORY OF OPERATION

(Four new states, California, Colorado, Minnesota, Delaware, added in past eighteen months)

• AGGRESSIVE DEVELOPMENT OF OLD AND **NEW TERRITORY** 

(Fourteen new general agency appointments in two years)

- MODERNIZED BASIS OF AGENT'S COMPENSATION
- COMPLETE INTRODUCTORY AND ADVANCED TRAINING PROGRAMS FOR AGENTS
- EFFECTIVE—AND PROVED—SALES AIDS AND SALES PLANS
- ENLIGHTENED AND ENTHUSIASTIC HOME OFFICE AGENCY COOPERATION

A half dozen Bankers Life points at mean "opportunity" for Bankers Life men.

Ask any Bankers Life of Nebraska man what HE thinks about HIS future, and you'll see what we mean.

Home Office Lincoln, Nebr.



ab Wr

### lolds minor

aber 3, 1948

ment train-office Nov. under the under the nith, agency rranged for ms by gen-officials. e who took offin, vice-er, and Ed-tendents of kin, agency ssistant su-Horace R. nt of agen-advertising

ns Wallace, ...M.A., who

iety 8 dinner of of the Uni-a, Ill., will of the sosaid there ers and 78 field.

art 'est

DMPANY SERVICE

SOCIETY

## OBSERVATIONS

#### Blandings Role Cuts Production

An added headache for some agency vice-presidents is the fact that many of their outstanding producers have been making so much money that they decided to build new homes. In a depressible leave a number of seathers and the leaves cided to build new homes. In a depressingly large number of cases this has resulted in the agent's production falling
to almost nothing as he struggled with
all the complexities of trying to get a
new house put up. These problems are
had enough at any time but with prices
of materials and services increasing
hourly, the agent has far less than his
accustomed time and energy to put on
the production of business. the production of business.

#### Salaried Seasoning for Salesmen

In a private conversation, two businessmen who are also on the faculty of the commerce school of Northwestern university in Chicago, expressed the conviction that in order to compete with other industries to attract salesmen of high calibre, life insurance companies should arrange to hire young men just out of college at a salary and train them as employes for several years before putting them in the field.

These business educators indicated

that it is a common practice in other industries for future salesmen to receive a grounding and seasoning period of rom one to four years. They are moved from department to department and assigned to clerical and administrative duties at which they can earn at least part of their keep. As the time ap-proaches for them to enter selling they are trained in techniques by sales managers and then accompany salesmen into the field.

Such men are usually compensated entirely by salary in their training years and also during their early selling years. This salary is not a draw on future commissions but is enhanced by sales in-centives when the men get into the field. Then, as they want it, these salesmen are put on at least a partial commission basis. While admitting that such a plan night have difficulties under the general agency system, where the agent is not hired directly by the company, these professors reported they had never heard a clear explanation of why such procedure is not feasible or desirable

for adoption by life insurance companies maintaining branch offices.

#### Making Imagination Pay Off

If you think you're not making the best use of your powers of imagination you should read "Your Creative Power" by Alex Osborn. The book has a numby Alex Osborn. The book has a number of practical suggestions for harnessing the human propensity for daydreaming and getting useful work out of it. The author, a widely known advertising executive, is the "O" of B.B.D.&O. and as might be expected is quite an idea-man himself. The book is easy to read, its points being illustrated by numerous anecdotes. It's published by Scribner and can be had from The National Underwriter Company. The price is \$3. price is \$3.

#### Paying Bills the Hard Way

How tough it is for most people to meet hospital bills unless they have insurance is illustrated by the following incident: A woman went to the hospital as a patient. Two days later her husband, who had never received such a letter before in his life, got a sales letter from a loan company. Apparently it takes its prospects from the hospital register and finds these names a profitable source of business. able source of business.

#### Why Fewer Bonds Were Sold

Why Fewer Bonds Were Sold

In the week ended Nov. 10 the federal reserve system had to buy only \$87 million of long-term governments as part of its price-pegging program as against an average of \$337 million a week in the six weeks preceding the election. One financial writer takes this as indicating that those who might be selling for fear of the peg being withdrawn were reassured by the election outcome. Another possibility, however, might be that life companies wanted to see whether the opportunities to invest their money at better rates in loans to industry would continue as great or whether corporations would be pulling in their horns in view of the election upset.

A. Merlin Steed, general agent of Beneficial Life at Glendale, Calif., has resigned and is succeeded by Gilbert L. Torgeson, who has been an agent at

## Top Executive Agency Position Open

in a financially sound and growing middle western company licensed in five states and selling Life, Accident and Health, and Hospitalization Insurance.

The man we are looking for should be under 45, have organizational and sales ability and be especially capable of selecting, managing and training men. He must have leadership and the ability to cooperate and get along well with his associates. Both Home Office and Field experience desirable.

If insurance is your field and you are interested in a position that presents a challenge and excellent possibilities for building a career in the insurance business—this is your opportunity.

We are prepared to pay well at the start to a man having the necessary abilities with later adjustments upward in accordance with accomplish-

Write giving qualifications, experience, present earnings, references, age. and health. Replies will be held in strict confidence if requested. Address S-47, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

## **GUARDIAN'S NEW** PREFERRED RISK **POLICIES**

### provide

- level-premium, limited payment life contracts, containing all the attractive features of Guardian's other policies;
- Guardian's regular choice of liberal settlement options, including the preferential life income option (e.g.-female beneficiary, age 65-\$5.88 per month per \$1000, ten years certain and life);
- premiums payable annually, semi-annually, quarterly or monthly:
- addition of Guardian's waiver of premium and \$10 per month per \$1000 disability income benefit, as well as accidental death benefit—(N.B.-Extra dividends are paid on policies with supplemental disability benefit agreements);
- addition of Family Income Agreements for 10, 15 or 20 years, or to age 65.

## AND COMBINE LOW PREMIUM WITH LOW NET COST!

Minimum amount issuedeither "PR-85" or "PR-70"

\$10,000

The

## **GUARDIAN**

LIFE INSURANCE COMPANY

## OF AMERICA

50 Union Square

New York 3, N. Y.

Decemb

years a an autor dinner i

after sonality ber of

radio WLW,

mellow

him idea

Mr.

grasp th

ions an simply a

tions w

convent

arrange agerial

Charle

Confede

Toronto

recently

pany wh

father,

Followir

sity of the com

partmen 1907. H

perinten sistant to

designat

dent. H Life Inst

His son, been pre

past year

Joseph

died sude Day. Hago and s Life Ma

southern

K. Dona

Dr. Jo

ical direction of the original direction of

at his ho

Edwar

district a Life, die

J. H.

district 1 a Postor

H. S. of Equit

Hold 26

The 2

Mutual's

agents o

## **EDITORIAL COMMENT**

## Adversary Finds United Agents Strong

That insurance agents need have no inferiority complex over their legislative strength was demonstrated at the recent annual meeting in Chicago of the American Finance Conference, trade associameeting the National Assn. of Insurance Agents and National Assn. of Life Underwriters were described as so well organized that the finance industry would solidarity to oppose them successfully. Though it was not meant as such, this was a tribute to the strength of these two insurance organizations. Certainly a valuable way to gain a good picture of one's own strength is through the eyes of those on the other side of the fence.

The unified front which the fire, casualty and life agents have presented in the several state legislatures to what they regard as the illegal encroachment of finance companies upon the insurtion of the finance companies. At this ance business has obviously been impressive to the finance men. It demonstrates a tangible benefit of association membership. It is obvious that individual insurance agents can wield little have to strive mightily for comparable or no legislative influence. United in associations they are a strong force. There is no greater job that an association can perform for its members and the industry than to continue to make such a forceful impression in the legislative halls that opponents fear and respect its strength.

### A Send-Off with the Right People

An excellent practice which life com- new agency head. At one such luncheon, tent is for home office executives to act as hosts at a function at which the company introduces its new managers or general agents to prominent fellow citizens in the community where the man is to be located.

Naturally the tendency is to get as many as possible of the local big shots, which is gratifying to the new agency head and gets him known among people of influence. However, one company that has run off these functions in a very effective way also makes it a practice to invite not only the men that have arrived at the top but the younger men who are on the way up and perhaps are Special effort is made to have guests who are in the same age bracket as the prestige.

panies are following to an increasing ex- for example, the average age of those present was 37. The guests included the mayor of the city, who was 33, a state senator who was 31, and the vice-presiden't of the largest bank, who was 36.

Generally speaking, a new managerial or general agent appointee is younger than the top men in other businesses in the city but with a little insight it is not too difficult to spot the coming men of the immediate future. The top men who have arrived, can of course be helpful to the new manager if they will, but it is more likely to be among the men of his own age group that the new agency head will be working, not only in life insurance but in civic affairs of only a step from the top of the ladder. the type that do not directly result in business yet are invaluable in building

#### Politics Makes Unwanted Bedfellows

The harm that a self-appointed working for reductions in the cost of spokesman of the life insurance business can do among people who are not familiar with life insurance affairs is well illustrated by a pre-election editorial which appeared in the Sheboygan "Press." The Policyholders Protective The Policyholders Protective Assn. of New York City, which has been vehemently disowned by President Holgar J. Johnson of the Institute of Life Insurance, was nevertheless taken at its own valuation by the paper as representing the life companies. After quoting from some of the campaign material of this association, the editorial goes on to say that "instead of becoming involved in political campaigns the insurance lobby could be of service by

living."

To refer to the Policyholders Protective outfit as an insurance lobby is to clothe it with a dignity that it does not possess and has no right to. It seems unlikely that the editor would have permitted himself to inflate the organization's standing among the newspaper's readers had he realized that the "association" was merely a personal promotion of Robert E. Smith.

Fortunately the editor was not fooled by the alarmist nature of the Smith propaganda into believing that anything dreadful would happen to life insurance policies even if the party Mr. Smith opposed continued in power.

## PERSONAL SIDE OF THE BUSINESS

George Cheney, second vice-president and secretary of Phoenix Mutual, and Mrs. Cheney were injured in a two-car accident at East Haddam, Conn. Both were taken to Middlesex Hospital. Mr. Were taken to Middlesex Hospital. Mr. Cheney had cuts about the face and a fractured collar bone. Mrs. Cheney had multiple cuts on the head and a possible fractured left shoulder.

Charles C. Spaulding, president of North Carolina Mutual Life, is the au-thor of an article in the December "American Magazine" in which he reiterates that, despite its fault, America is the greatest land of opportunity in the world. He describes his own rise from farm boy and the son of a slave as a case in point. He describes the problems with which he was faced in starting the insurance company in 1899, among them the task of convincing policyholders that colored men could run an insurance company. At the start he was general manager of the company and also its sole agent, clerk and janiand also its sole agent, clerk and jani-tor. He says the great news in the south today is that an increasing num-ber of men of good will of all com-plexions are working together amicably for the greater prosperity and the well being of all.

Albert A. Yost, Harrisburg, Pa., district manager of Prudential, was presented by members of the office staff with a gold wrist watch and scroll on his 35th anniversary with the company. He has been manager of the district office for the last 21 years.

Frank Higgins, agent in the Franke agency of Ohio State Life at Chicago, has passed the bar examinations at University of Chicago law school.

J. C. Higdon, president of Business Men's Assurance has been elected chairman of the Kansas City and Jackson County chapter of the American Red Cross. He succeeds W. E. Bixby, president of Kansas City Life.

An automobile and other loot were stolen from the home of William J. Mack, general agent Northwestern Mutual, Cincinnati, and Mrs. Mack, during their absence from the city. The entire house was ransacked and the loss will not be known until a complete check

John E. Grosboll, formerly associated with the mortgage and loan department of Prudential in Springfield, Ill., will take office next week as state's attorney of Menard county. Elected Nov. 2, he was not admitted to the bar until Nov.

Ellsworth Regenstein, president of Kentucky Home Mutual Life, fractured his hip in a fall in Louisville. He is getting along well at Norton Memorial infirmary following an operation to reset the fracture and is expected to leave for home shortly.

J. W. Baker, general agent of Lin-coln National Life, has been elected president of Port Arthur (Tex.) Kiwanis Club.

W. R. Jones of the sales office in Calgary, Alberta, of Manufacturers Life, was presented a gold "Thanks" badge by N. E. Tanner, Alberta minister of lands and mines and chief commissioner of the Boy Scouts in the

province. The award was earned by Mr. Jones for his achievement as chairman of the finance committee for the Boy Scouts in Calgary.

H. R. Kendall, chairman of Washington National, was presented a solid gold membership card commemorating the founding of Shibboleth lodge of Louis-ville, which Mr. Kendall founded in 1903. The card also marked Mr. Ken-dall's 50th year as a Mason.

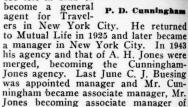
### DEATHS

William Witherspoon, 83, who established a Shenandoah Life agency in Tennessee, died of a heart attack at Linden where he had gone on business. He had been in the life insurance business for He had 50 years.

Mary E. Manning, wife of Frank J. Manning, manager of Shorewood, Wis, district, Metropolitan Life, died suddenly in Milwaukee. Mr. Manning was away at the time of her death, attending a special conference of 26 managers of the company. the company.

Philip D. Cunningham, 59, associate manager of the Buesing agency of Mu-tual Life in New

York City, was killed at his home in Nutley, N. J. by the accidental discharge of a shotgun he was cleaning in preparation for a hunting trip. He joined the company in 1905 at the home office. In 1911 he entered the field as an agent. He left in 1922



another Mutual agency uptown. William H. Klusmeier, 58, advertising manager of Western & Southern Life and editor of the company's home office and field publications, died suddenly in an airport limousine after arriving in Cincinnati from his home in South Bend, Ind. He started with Western & Ind. He started with Western & Southern in Covington, Ky., in 1914. He was promoted to associate manager there a year later and in 1918 was transferred in that capacity to Lafayette, Ind. He opened the St. Louis area for the company in 1918 and in 1922 became superpany in 1918 and in 1922 became super-intendent of agencies. He subsequently returned to the field, serving as man-ager at Kokomo, St. Louis and South Bend. In 1944, he retired from active field work because of a heart condition and was appointed to his last post, in which he spent a portion of the time each month at the home office, although maintaining his home in South Bend. His record as war bond chairman of

LIFE INSURANCE EDITION PUBLISHED EVERY FRIDAY



His record as war bond chairman of St. Joseph county, Ind., during the war



#### NATIONAL UNDERWRITER

Published by THE NATIONAL UNDERWRITER CO., Chicago, Cincinnati, New York. PUBLICATION OFFICE, 175 W. Jackson Blvd., CHICAGO 4, ILL. Telephone WAbash 2-2704. EDITORIAL DEPARTMENT: Managing Editor: Robert B. Mitchell. News Editor: F. A. Post, Associate Editors: Levering Cartwright, D. R. Schilling. Assistant Editors: Richard J. Thain, John C. Burridge.

OFFICERS: Howard J. President and Secretary. St., Cincinnati 2, Ohio.

Burridge, President. Louis H. Martin, Vice-John Z. Herschede, Treasurer. 420 E. Fourth

BRANCH OFFICES IN KEY CITIES-

ATLANTA 3, GA.—432 Hurt Bldg. Tel. Walnut 9801. Ernest E. Hess, Southeastern Manager. BOSTON 11, MASS.—210 Lincoln St. Tel. Liberty 2-1402. Wm. A. Scanlon, Vice-Pres. CHICAGO 4, ILL.—175 W. Jackson Blvd., Tel. WAbash 2-2704. O. E. Schwartz, Chicago Man-ager. A. J. Wheeler, Resident Manager. L. N. Yellowlees, Advertising Manager.

CINCINNATI 2, OHIO-420 E. Fourth St. Tel. Parkway 2140. George C. Roeding, Asso-

DALLAS 1, TEXAS — 616 Wilson Bldg., Tel. Central 5833. William H. Dlack, Southwestern Manager.

DES MOINES 12, IOWA-3333 Grand Ave., Tel. 7-4677. R. J. Chapman, Resident Manager. DETROIT 26, MICH. — 219 Transportation Bldg. Tel. Cherry 2826. A. J. Edwards, Resident Manager.

ciate Manager; George E. Wohlgemuth, News Editor; Roy Rosenquist, Statistician.

BALLAS 1. TEVAS — 515 Wilson Ridg. Tel. Resident Manager.

MINNEAPOLIS 2, MINN.—558 Northwestern Bank Bldg. Tel. Main 5417. R. W. Landstrom, Bank Bldg. Tel. M Resident Manager.

NEW YORK 7, N. Y.—99 John St., Room 1103, Tel, Beckman 3-3958. Editorial Dept.—East-ern Editor: Kenneth O. Force; Assistant Editors: Stephen J. Perry and Donald J. Reap.

Business Dept. — Ralph E. Richman, Vice-Pres.; J. T. Curtin and W. J. Smyth, Resident Managers.

PHILADELPHIA 9, PA.—123 S. Broad Street, Room 1127. Tel. Pennypacker 5-3706. E. H. Fredrikson, Resident Manager.

SAN FRANCISCO 4, CAL.—507 Flatiron Bldg., Tel. EXbrook 2-3054. F. W. Bland, Pacific Coast Manager.

years attracted national attention and years attracted national attention and an automobile was presented to him by the citizens of South Bend at a civic dinner in recognition of these services after the war. Indicative of his personality was the fact that for a number of years in the early '20s he was radio Santa Claus by invitation of WLW, Cincinnati. His voice had a mellow and musical quality which made him ideal for the part.

him ideal for the part.

Mr. Klusmeier had the ability to grasp the drama in life insurance situations and speak and write about them simply and convincingly. His observations were often quoted. He planned the arrangements for the company's conventions and was in Cincinnati to arrange details of the year-end managerial conference. agerial conference.

Charles S. Macdonald, 75, chairman of Confederation Life, died at his home in Toronto, following a long illness. Mr. Macdonald became chairman in 1944 and recently marked 50 years with the com-



C. S. MACDONALD

pany which was founded in 1871 by his lather, the late John Kay Macdonald. Following graduation from the University of Toronto, Mr. Macdonald joined the company in 1899 in the actuarial department, becoming assistant actuary in 1907. He then served as assistant superintendent of agents and became assistant to the president in 1919. He was designated general manager and vice-president and in 1930 was elected president. He was president of the Canadian Life Insurance Officers Assn. in 1925-26. His son, John Kenneth Macdonald, has been president of the company for the past year.

Joseph P. Mulder, manager for Mu-Joseph P. Mulder, manager for Mu-ual Life in Portland, Ore., since 1931, died suddenly at his home Thanksgiving Day. He moved to Portland 47 years ago and served as president of the Seattle Life Managers Assn. One of his sons, John R. Mulder of Los Angeles is southern California manager for the D. K. Donald insurance brokerage firm.

Dr. John M. Hogan, 72, former medical director of Wisconsin National Life, Oshkosh, Wis., died of a heart attack at his home in that city.

Edward M. Knoch, 64, Canton, O., district agent of Massachusetts Mutual Life, died. He was the first president of the Kiwanis Club there.

J. H. Albers, Sr., 47, a home office district maanger for Prudential, died at a l'oston hospital.

H. S. Miller, 60, Baltimore manager of Equitable Society, since 1921, died at his home in Towson, Md. In 1919 he became St. Louis manager.

#### Hold 26th Seminar in Boston

The 26th seminar in New England Mutual's post-war educational program will start Dec. 6. Twenty-three new agents qualified for the 10-day course to be held at the home office.

## Contractor, Employe Status Compared

(CONTINUED FROM PAGE 3)

\$5,000 a year now age 45 who joined his

Assuming a plan requiring the company and agent to contribute 4% each to the agent's retirement income or \$200 to the agent's retirement income or \$200 a year, the pension becoming fully vested at age 65, in the year of vesting the agent would have as income his \$5,000 regular earnings plus \$13,030, representing the joint contributions at 3% interest less the \$6,000 the agent has contributed. Deducting business expenses of \$625 for the year and using the standard deduction, for which the maximum is \$1,000, and assuming the same exemptions, there would be a taxable income of \$14,005 which would mean, at 1948 rates, a tax of \$3,321.50.

The employe's tax as previously indicated, would be \$420, or a difference of \$2,901.50 between the independent contractor agent and the employe agent for the year of the former's retirement. If

tractor agent and the employe agent for the year of the former's retirement. If the agent age 45 were to buy a pure endowment with no benefits for prior death, in order to meet this additional tax of \$2,901.50 the cost would be \$87.03 a year. Partial vesting at an earlier age than 65 and working up gradually to full vesting would result in an even higher total of income tax, according to Mr. McKinney.

Comparing the out-of-pocket cost of being an employe with the annual premium required to purchase correspond-

being an employe with the annual premium required to purchase corresponding benefits from an insurance company Mr. McKinney summarizes these by pointing out that for OASI benefits the employe pays \$30, for income tax \$112.50 (excess over the independent contractor's tax), a total of \$142.50. The cost to the independent contractor agent would be \$458.74 to buy OASI-type benefits from an insurer, \$11.20 for workmen's compensation benefits that the employe gets free, and \$87.03 for the employe gets free, and \$87.03 for a pure endowment to take care of his excess income tax on vesting. This is a cess income tax on vesting. This is a total of \$556.97 as against \$142.50 for the employe agent.

#### Comparison for Age 70

If the agents worked to age 70 the

If the agents worked to age 70 the \$556.97 figure for the contractor could be cut down to \$389.50, while the \$142.50 figure for the employe agent would remain the same.

Mr. McKinney brings up the point that if service is required in order to receive renewal commissions, whether they are vested or not, the agent would forfeit his OASI benefits if the renewal commissions exceeded \$15 a month. Mr. McKinney also discusses tort liability, possible county and municipal taxes on gross receipts and the cost to the company. He estimates that the latter including OASI of \$30, workmen's compensation if required, amounting to approximately \$11.20, and tort liability insurance premium of about \$3 would total about \$44.20. This would be increased to \$94 for agents in any of the 12 states requiring unemployment insurance. In addition there would be the extra cost of record keeping.

#### Stern Slated at N. Y.

New officers will be elected at the Dec. 13 luncheon meeting of Assn. of A. & H. Underwriters of New York. The slate includes: President, DeWitt Stern, Fireman's Fund Indemnity; vice-president, P. N. Brown, Monarch Life; secretary, George Wright, Mutual Benefit H. & A.; treasurer, Loyal Atkinson, Massachusetts Indemnity. John Kilhooley, Union Mutual, has been nominated for membership on the executive committee.

#### Equitable, Can., Promotions

Equitable Life of Canada has promoted G. M. Douglas to agency secretary, J. H. McLeod to mortgage secretary, and D. R. Annett to bond depart-

## OUR FIRST BILLION IN FORCE

## ... a Tribute to Our Representatives

Continental's volume of insurance in force has soared beyond the billion dollar mark . . . a major milestone reached thirty-seven years after founding.

The achievement is a fitting and deserved tribute to our loyal, talented, prosperous staff of agents operating in forty-two states. That billion is 100% theirs. No reinsurance. No mergers.

They have written . . . and constantly enlarge ... their proud and amazing record of progress. Volume in force has quadrupled since January 1, 1940 . . . doubled since January 1, 1945 . . . streaked ahead more than \$132,000,000 during the first eight months of 1948.

#### **Record of Progress**

September 30, 1948\$1	,025,984,768
December 31, 1947\$	869,856,136
December 31, 1945\$	539,436,117
December 31, 1940\$	274,442,684
December 31, 1930\$	145,885,151
December 31, 1920\$	17,727,585
December 31, 1911\$	93,479

#### Opportunity is Greatest Where Growth is Fastest!

Capable experienced life men . . . ready for bigger things . . . will find a rare choice of situations with Continental . . . as general agents . . . as life department managers with prominent general lines agencies . . . as personal producers under unit manager compensation plan. We invite you to write for details.

**Agency Department** 

## **Continental Assurance Company**

310 South Michigan Avenue Chicago

One of America's Fastest Growing **BILLION DOLLAR Life Insurance Companies** 

XUM

arned by as chair.

er 3, 1948

Washing-solid gold ating the of Louisunded in Mr. Ken-

ho estaby in Ten-t Linden He had iness for

od, Wis., ning was attending agers of

of Mu-

eturned became In 1943 es were ngham-Buesing r. Cun-ger, Mr. ager of

ertising n Life e office enly in ving in Bend, ern & 14. He er there

sferred d. He e comuently man-South ndition

ost, in e time though end. nan of ne war

DAY 2-2704. Vice-Fourth

Vice-

## Reinsurance

There is no such thing as "routine treatment" of anything submitted to us for underwriting consideration. Your A & H or D I problem presented to us is just as important to us as to you. This does make a difference l



## **ACCIDENT AND HEALTH**

## New Philadelphia Home Opened

Some 2,000 insurance and other friends attended the open house of Pennsylvania Life, Health & Accident to signalize that company's move into its handsome new home office building at 717 Chestnut street, Philadelphia. This is the former Integrity Trust building. It has been extensively remodeled. All the equipment is brand new and the building is air conditioned. It makes a most impressive appearance, as the main part of the structure is the old banking part of the structure is the old banking quarters which rise four stories. This can be adapted to future expansion by the introduction of new floors.

The day after the open house was held, dedication exercises were conducted in the auditorium of the building and then there was a reception for the managers followed by a dinner.

#### Completes Visit to Three Cities

This company is forging ahead under the leadership of President C. Alvin Kahaner. He has many ideas for modern merchandising of insurance and this week completed a visit to St. Louis, Chicago and Indianapolis to study methods of other companies. This company was taken over by the late Abraham Kahaner and his sons, C. Alvin and Maxwell J. Kahaner in 1928. Abraham Kahaner had been for 23 years prior to that with Metropolitan Life. The father and the two sons started out with apthat with Metropolitan Life. The father and the two sons started out with applications and began to build debits for industrial insurance. The progress was steady and the progress was accelerated greatly in 1939 with the introduction of hospitalization insurance.

In 1943 a third brother, Jules Kahaner, injured the pregarigation and he is assistant.

joined the organization and he is assist-

ant secretary-freasurer.

In March of this year the company

entered the ordinary life field. The pre-mium income is running at the rate of better than \$2 million a year now.

#### Republicans May Cooperate in Social Legislation

in Social Legislation

Talks by Mike O'Sullivan, president of American Farmers of Phoenix; Commissioner Knowlton and Congressman Norris Cotton featured the November meeting of New Hampshire Assn. of A & H. Underwriters at Concord.

The incoming Congress promises "further social legislation" and the Republican party is willing to cooperate "reasonably" in this program, Representative Cotton said in his talk. He traced briefly the rise in activities of the government, particularly in the field of health and public welfare.

Mr. O'Sullivan, who appeared in his western regalia, discussed the psychology of insurance selling.

President Hermon H. Davis, Metropolitan Casualty, announced that New Hampshire will hold a sales congress at Manchester next April or May covering also Massachusetts, Maine and Vermont. He mentioned that there are strong indications that Maine and Vermont are

He mentioned that there are strong indications that Maine and Vermont are becoming interested in forming associa-

tions of their own.
Besides Commissioner Knowlton, Sicommissioner; mon Sheldon, deputy commissioner; John J. Maloney and Arthur McNulty attended from the department.

#### Alcoholism a Disease

LOS ANGELES-Chronic alcoholism has been diagnosed as a disease by a jury in superior court after the trial of a suit brought by Ray E. Hill, guardian of the estate of George C. Rubsch, 58, to Collect \$350 monthly benefits under a Pacific Mutual Life A. & H. policy. Rubsch was awarded \$15,000 by the jury and \$350 per month for the future. Rubsch now is in a state hospital.

#### Wallace Franchise Chief

Inter-Ocean has appointed Robert E. Wallace manager of its franchise department at the home office. He is a graduate of University of Rochester and has had broad supervisory experience in the field of employe disability and hospital plans. pital plans.

#### Will Increase Capital by \$150,000

Kentucky Central Life & Accident will increase its capital from \$600,000 to \$750,000 Dec. 3 through payment of a 25% stock dividend to stockholders of record Nov. 16.

#### Schricker to Act on Own

Governor-elect Schricker of Indiana at an election victory celebration of the Democratic state committee, declared that he would not go through organization channels in selecting key administration personnel such as insurance commissioner. This means that he is reserving the right to choose the men for whose conduct in office he is directly responsible.

### Ass't Manager

Leavitt Howard. whose appointment as assistant advertisas assistant advertising manager of John Hancock was announced in the Nov. 12 issue of The National Underwriter, has been with the advertising department since 1940, except for army service. army service.



#### AMERICAN UNITED OFFERS THE IDEAL PERSONAL PRODUCER'S CONTRACT

Based on the principle of "High Pay for a High-Grade Job"

- \* LIBERAL FIRST-YEAR COMMISSIONS
- LARGER RENEWALS, VESTED FOR NINE YEARS
- \* SERVICE FEE AFTER THE TENTH YEAR
- \* RETIREMENT PAY AFTER AGE 65

#### American United Fieldmen Enjoy...

- A complete kit of modern policy forms to meet every prospect's vital needs
- A Home Office that knows the agent's problems and helps him solve them.
- \* An Underwriting Department handling substandard cases up to 500% mortality.
- \* A placement average of 84% on business issued with extra ratings.

-- Address the Agency Department for details Ja-

#### AMERICAN UNITED LIFE INSURANCE COMPANY

Established 1877



Indianapolis

XUM

Spor of Lif hienni

Decen

Calif

membe leted charge Assn. Los A B. Fag Southe

B. Te blyman speake session

Plan CH of the ville a

sentat Tenne to pla ties fo state mentio speake in 194

attend Memp loint

county Spoka presen

agenc proper Lyle the si

from Bat invite local

Bot

Utic York "Pack He cerned need selling

Inde Equit the 1 fall c the N the 1 tions Sou

PE

California Associations

pleted the program for the southern California dinner. Arrangements are in charge of Life Insurance Managers Assn. and Life Underwriters Assn. of Los Angeles. Speakers will be Dr. Fred B, Fagg, Jr., president of University of Southern California; State Senator Jack B, Tenney, Los Angeles, and Assemblyman Sam L. Collins, Orange County, speaker of the assembly at the 1947 sessions.

CHATTANOOGA - Representatives

of the Memphis, Nashville and Knoxville associations met here with representatives of the Chattanooga association and with E. Lee Smith, president, and Charles Wiggins, vice-president of Tennessee Assn. of Life Underwriters,

Tennessee Assn. of Life Underwriters, to plan sales congress and other activities for 1949, to be sponsored jointly by state and local associations. The past two years sales congresses have been held on successive days in the cities mentioned, using the same team of speakers. This will probably be repeated in 1949. Local association presidents attending were: Nashville, Hal Blair; Memphis, Clarence Leavell; Chattanooga, James Irvine, and Knoxyille, H. A.

James Irvine, and Knoxville, H. A.

Joint Dinner at Spokane

To acquaint legislators in Spokane county with problems of the insurance business, Spokane Insurance Assn. and Spokane Life Underwriters Assn. held a

joint meeting with more than 100

present.

E. M. Leonard, Nevers & Leonard agency, president of Spokane Insurance Assn. talked on the functions of the property and casualty insurance business and its relation to the community.

Lyle Funnell, Mutual Life, spoke on the size and importance of the life in

the size and importance of the life insurance business.

Both senators and representatives

Battle Creek, Mich.—R. W. Hilgedag, R. & R. Service, addressed a joint dinner meeting with Calhoun County Bar Assn. of Certified Public Accountants also were invited, along with trust officers of the local banks

local banks.

Utlen, N. Y.—Verne Sanford, manager manager of the Lincoln branch of New York Life, New York City, spoke on "Package Selling."

He said agents should be more concerned about selling a plan to fit the need of an individual than merely about selling a policy.

Independence, Kan.—C. O. Braden, Equitable Society, first vice-president of the Kansas association, reviewed the fall conference at Wichita and displayed the N.A.L.U. chart showing the work of the local, state and National associations.

from Spokane county were guests.

Plan Tenn. 1949 Program

d. The prethe rate of now.

iber 3, 1948

operate

n, president enix; Com-ongressman November Assn. of A. ord.

promises ad the Recooperate n, Repre-talk. He m, Repre-talk. He ities of the he field of

sessions.

red in his e psychol-

is, Metrothat New y covering Vermont. re strong rmont are g associa-

wlton, Simissioner; McNulty nt.

alcoholism ease by a ne trial of guardian sch, 58, to under a
H. policy.
by the
he future. ital.

ief Robert E. He is a ester and and hos-

\$150,000 dent will 0,000 to ment of kholders

local banks.

n Indiana n of the declared adminisice com-

e is re-men for ectly re-

#### PENTER'S UNDERWRITER

Southern Maine—J. D. Moynahan of Chicago, Metropolitan Life manager and secretary of N.A.L.U., spoke at a meet-ing in Portland, emphasizing the scope of

Accident - Health - Hospitalization Accident — Health — Hospitalization
An indispensable adjunct to Home Office,
Franch Office, Underwriting and Claim
Departments. Equally indispensable in
training old and new life, accident and
health agents in the profitable method of
field underwriting.

Practical Gift to 1947 Sales Club Members 885 pages — 6" by 9" — Illustrated 30 Chapters Single copy \$10.00

Paramount Publishing House 6230 Waggoner Drive Dallas 5, Texas

## **NEWS OF LIFE ASSOCIATIONS**

social security through life insurance. The 75 million policyholders are 1½ times the number covered by U. S. social security. Dwight Sayward, John Hancock general agent, presided as president. **Sponsor Legislative Dinner** LOS ANGELES,—California Assn. of Life Underwriters, sponsor for the biennial legislative dinner given to members of the legislature, has completed the program for the southern

Lawrence, Kan.—Clyde O. Braden, Independence, first vice-president of the Kansas association, spoke on "The Responsibilities of the Life Underwriter." He stressed obligation to himself and family, obligation to his client and company and obligation to his fellow underwriters and association.

Dodge City-Southwest Kansas—Paul Jernigan, Penn Mutual general agent, Wichita, spoke on "Prospecting and Closing." Some of the members came as far as 80 miles to attend. Elmo D. Wilson, Mutual Life, is the new secretary.

Pittsburgh—Earl R. Wingrove, Penn Mutual supervisor, will address a lunch-eon of the New Castle branch on Dec. 9.

Dubque, Ia.—Ted Kiesselbach of Ma-son City, president Iowa association, de-clared that the reason so many former service men have dropped their govern-ment insurance has been the lack of personal contact.

sonal contact.

Jersey City—The Hudson County association will hold a luncheon meeting. Dec. 22, at which Ex-Gov. A. Harry Moore of New Jersey will speak.

Morlstown, N. J.—The Lakeland association has elected Harry Wingate, Prudential, president; Daniel E. Byrne, Metropolitan Life, vice-president; Leroy R. Backman, Jr., Metropolitan, secretary; Ellen Whitten, Prudential, treasurer; B. Preston Root, Metropolitan Life, national committeeman.

committeeman.

Jamestown, N. Y.—At a meeting with 37 in attendance, including members from Westfield, Gowanda, Ellington, and Fredonia, Julius Blaha, national committeeman, reported on the St. Louis convention. Delegates to the New York state association meeting also gave reports on that meeting.

Wheeling, W. Va.—C. Hugh Blair, Pittsburgh manager of Phoenix Mutual Life, spoke on "Let's Have Fun Selling Life Insurance."

The association is conducting a membership campaign and now has 103 members, with a goal of 125 by Dec. 31.

Syracuse—Richard Berry, division su-

Syracuse—Richard Berry, division su-pervisor of field training of Metropolitan Life, spoke on prospecting, emphasizing that the modern career agent must study that the modern career agent must study and progress and be especially qualified to give quality service. He pointed out that people buying life insurance today are better informed than ever on insurance and on its related field, social security. Plans were outlined for the anual Christmas party.

Nebraska Panhandle—President C. E. Isenhour reported on the recent meeting in Grand Island of the state and national officers. Howard Hall reported on the St. Louis convention. Mr. Isenhour talked on the history and purposes of the National association.

Oklahoma City—Allan Gates, general agent Penn Mutual at Little Rock, spoke on the advisability of reviewing estate plans in the light of the marital deduc-

Jackson, Tenn.—Lester A. Rosen, production manager of Union Central Life at Memphis, spoke on "Prospecting and Prestige Building."

Prestige Building."

Harrisburg, Pa.—Commissioner Malone told the life men that they have "the responsibility and obligation" to sell the idea that the average man's security and provision for his family's future "can come only through adequate life insurance."

The commissioner said he believes the average buyer of insurance relies on the advice and counsel of his insurance agent and on the state to license only properly qualified agents.

#### Insurance Women to Hear Lore

The New York League of Life Insurance Women will meet Dec. 7, at 3 p.m. at the Wanamaker club rooms. Martin M. Lore will speak on the 1948 revenue act. From 1937 to 1947 Mr. Lore was connected with the office of the chief counsel of the Treasury department and recently opened his own

G. A. Larsen, agent at Rockford, Ill., for the Elgin agency of Bankers Life of Iowa, died of a heart attack suffered a week before on a hunting trip.



One of your clients has just purchased a home and wants to be sure that the mortgage will be paid and the home made secure for his family in the event of his death. Naturally, this can be accomplished with a straight life policy or with some kinds of straight term, but there is a better way.

Connecticut General offers mortgage protection that really fits the case with a decreasing term contract exactly suited to cover an amortizing mortgage . . . standard or sub-standard.

\* The EXTRA MAN typifies the specialized help that you as a broker can secure from your nearest Connecticut General office. The example above is one of many ways that the EXTRA MAN can help you build or conserve business.

## CONNECTICUT GENERAL

LIFE INSURANCE COMPANY

HARTFORD, CONNECTICUT

BETTER SERVICE THROUGH BETTER MEN

LIFE INSURANCE, ACCIDENT INSURANCE, HEALTH INSURANCE
AND ANNUITIES. ALL FORMS OF
GROUP INSURANCE AND GROUP
ANNUITIES. PERSION TRUSTS.
SALARY ALLOTMENT INSURANCE

Now Doing Business in-

To experienced producers we offer an unusually good direct general agents contract.

> For full information write to J. DeWITT MILLS, Superintendent of Agents

## **MUTUAL SAVINGS**



812 Olive Street-Arcade Bldg.

Allen May, President.

St. Louis 1, Mo.

Decei

New

in C

Rodn

Rod

derwi

Han

Joh Thist ern I

ager assist

South and A ager Pa. 1 E. Lo tucke Lond Scanl Bosto

ager:

mana

Han Toh two I headq Trust heade agent

Iohn

## **NEWS OF LIFE COMPANIES**

#### Lincoln Nat'l Declares 30-Cent Extra Dividend

Lincoln National has declared an extra dividend of 30 cents a share, payable Dec. 15 on stock of record Dec. 7. The quarterly dividend, also 30 cents, is payable Feb. 1, 1949, on stock of record Jan. 24. It is expected that a regular 90-cent dividend payable in 30-cent installments during each of the three ensuing quarters of 1949 will be declared at the next regular meeting of the board in February. in February.

#### Life of Ga. Lights Sign

Life of Georgia's new 45-foot-high neon sign atop its home office building is now in operation. The sign faces in two directions and each face is 80 feet from end to end. The total weight is 50

#### **Purchases Building**

Jefferson National Life has purchased the Pennway building in downtown In-dianapolis for use as the home office.

The company has been occupying the top floor of the old American Central Life building, recently sold to a syndicate which plans to raze the building. Jefferson will occupy about April 1 two upper floors of its new building. Sale price of the four-story structure is understood to have been about \$300,000.

#### Commonwealth Hits New Peak in Woodson Drive

Industrial agents of Commonwealth Life during the month's campaign for Executive Vice-president B. N. Woodson produced \$11,070,540, far exceeding the \$10 million goal. The total exceeded the previous all-time high for both the industrial and ordinary departments combined.

The recent contest in honor of E. Kirk McKinney, president of Jefferson National, resulted in a record-breaking amount of production for the month. More than \$1.5 million of business, representing the efforts of virtually every representative in the field, was written.

## AMONG COMPANY MEN

### Prudential Elevates Shuttleworth in East

James G. Shuttleworth, home office James G. Shuttleworth, home office regional manager for Prudential, has been promoted to superintendent of agencies in charge of the south-central area district offices. He will supervise some 60 offices in 13 states and the District of Columbia. His territory includes Alabama, Delaware, Florida, Georgia, Louisiana, Maryland, North Carolina, South Carolina, Tennessee, Virginia, West Virginia and parts of Pennsylvania and Ohio

and Ohio.
A Prudential veteran of 20 years, Mr. Shuttleworth was manager at Syracuse Solutteworth was manager at Syracuse before transferring to the home office as regional manager. During his nine-year tenure at Syracuse he established it as one of the company's top 10 offices. He is a graduate of Syracuse University and started with the company in 1928 at Easton, Pa.

#### Sterlinske Commonwealth **Director of Training**

Wayne Sterlinske, assistant director Wayne Sterlinske, assistant director of training for the past 10 months, has been named director of training by Commonwealth Life. He joined Commonwealth in 1946 as an agent at Lebanon, Ky. He was named special assistant in the Bluegrass district in September, 1947, and was appointed assistant director of training last May. He studied accounting at Oshkosh Business College and attended University of Wisconsin. He was an army captain in the war.

Richard Mahanev succeeds Mr. Sterlinske as assistant director of training. He joined Commonwealth as an agent at Louisville in 1947 after being in business for himself. He served in the army air force in the war.

#### Cheney Vice-president of Pacific National Life

A. M. Cheney, a director of Pacific National Life, has been elected vice-president to succeed W. J. Lowe, who died Nov. 9. The office of treasurer, also held by Mr. Lowe, was left open until the annual meeting in February. Kneneth W. Cring, superintendent of agencies, was elected a director. Mr. Cheney, like Mr. Lowe, is a lawyer, being senior member of the law firm of Cheney, Marr, Wilkins & Cannon. L. W. Messinger, actuary, and C. W. Wilkins, attorney, were appointed members of the executive committee.

#### Dean to Rushmore Mutual as Executive Vice-president

Cecil K. Dean, Bankers Life of Nebraska general agent at Wichita for about nine years, previously Penn Mutual general agent for Kansas at Wichita and earlier at the home office of American National, has been named executive vice-president, board member, and director of agencies of Rushmore Mutual Life, Rapid City, S. D., effective Jan. 1. He has been active in civic affairs in Wichita and has an excellent production record with Bankers of Nebraska, his agency ranking fifth for October. He is a C. L. U.

Robert G. Hatfield has been placed in charge of all local loans and real estat for American United, Indianapolis. H succeeds Carl J. Getz, vice-president, who has resigned.





#### LIFE INSURANCE ALMANAC

The calendar of life is marked by milestones. Marriage, children, promotions, increased income, home ownership - are normal, expected human events . . . each creating new life insurance needs.

To help the client anticipate these needs is the function of the life underwriter. Significantly, 81% of Fidelity's foremost underwriters now use Fidelity Personal Estate Plans as a guiding almanac in Estate Planning.



Cakes are made from various ingredients, but our cake contains-Special service-Sharp selling aids-A complete line of policies-A tried and tested recruiting plan -A proven training procedure.

> The "Icing" is the Pan-American Life's NEW AGENT'S COMPENSATION PLAN BUILT FOR THE CAREER MAN

LIFETIME COMPENSATION BONUS FOR QUALITY BUSINESS.

CONTINUOUS RENEWALS NON-CONTRIBUTORY PENSION DISABILITY BENEFITS

DEATH BENEFITS

How's that for icing!

For Information Address: CHARLES J. MESMAN, Superintendent of Agencies

### PAN-AMERICAN LIFE INSURANCE COMPANY

**New Orleans** 

CRAWFORD H. ELLIS, President

EDWARD G. SIMMONS **Executive Vice-President** 

KENNETH D. HAMER Vice-Pres. and Agency Director



## The FIDELITY MUTUAL LIFE INSURANCE COMPANY

THE PARKWAY AT FAIRMOUNT AVENUE PHILADELPHIA . PENNSYLVANIA

perie
Illino
nucle
expe
ment
Unlin

#### fter being served in

## t of

of Pacific cted vice-owe, who urer, also ppen until ry. Ken-of agen-c. Cheney, ing senior Cheney, W. Mes-ilkins, at-ers of the

#### tual sident

chita for enn Mu-at Wich-office of amed exmember, Rushmore effective in civic excellent s of Ne-fifth for

placed in al estate lis. resident,

## LIFE AGENCY CHANGES

#### **New England Places Bliss** in Charge at Des Moines

New England Mutual has appointed Rodney Bliss, Jr., manager in Des Moines, effective Dec. 15. He replaces Selwyn C. Woodard, general agent in Iowa for 13 years, who will service his personal clientele as associate general agent.

Mr. Bliss attended Cornell university and joined

versity and joined New England Mu-tual at Omaha in 1934. He is secre-tary of the Omaha Assn. of Life Un-



December 3, 1948

derwriters.

#### **Hancock Promotes Three**

John Hancock has promoted Cecil F. Thistleton, regional supervisor in southern New England, to be district manager at New London; Morris Schleyer, assistant manager at Brooklyn, to be South Philadelphia district manager, and Andrew A. Adinolfi, assistant manager at Paterson to be manager at Erie, Pa. Managerial transfers involve Ralph E. Lombardo, from Providence to Pawtucket, Lawrence A. Chiello from New London to Providence, and George F. Scanlon, from South Philadelphia to Boston. A. T. Lynch, Providence manager; George H. Spillane, Boston manager, and Hjalmar M. Johnson, Erie manager, are retiring.

#### Hancock Merges Agencies

John Hancock has consolidated its John Hancock has consolidated its two Philadelphia agencies under Albert C. Adams, who has been general agent at Philadelphia, for nine years. His headquarters continue in the Fidelity Trust building. C. A. Duffield, who headed the other agency, will be general agent emeritus at the consolidated agency.. Mr. Duffield has been with John Hancock 33 years.

#### ADS WANT

#### WANTED: ASSISTANT MANAGER

WANTED: ASSISTANT MANAGER
Chicago Agency of prominent life insurance company seeks experienced underwriter with groven record to become Assistant Manager. Have you had previous supervisory experience? Age 30-40 is desired, also college graduate preferably. Furnish complete details with photograph. Starting salary \$3.500 per year plus commissions. Second year income under formula can be \$5.000 up to \$9.000 or more. Excellent advancement opportunities with Lifetime Pension. Address S-44. The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

#### SALES MANAGER WANTED

Well-established Chicago insurance company, now specializing in health, accident, and hospital policies, wents proven and experienced man to establish life agency in Illinois, and Missouri. Have fairly good nucleus of life business. Please state past experience, salary and commission arrangements expected, and general qualifications. Unlimited opportunity will be offered to experience go-getter. Replies held in strict confidence. Our employees know of this ad. Address S-49. The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

ASSISTANT MANAGER WANTED
Chicago agency of old established legal
reserve life insurance company needs experienced underwriter with proven production record to become assistant manager.
Starting salary, \$3.600, second year income
under formula can be \$6.000 to \$8.000 plus
commissions. Future income possibilities
limited only by ability. Should be married,
between ages 28 and 40, with at least two
years of college. Opportunity for advancement, Retirement pension. Address S-9,
The National Underwrifer, 175 W. Jackson
Blvd., Chicago 4, Ill., giving complete information.

#### Adams, Aetna's Oregon G.A., Leaving for Bank Position

John N. Adams, general agent of Aetna Life at Portland, Ore., is going with First National Bank of Portland Jan. 1 as assistant trust officer. He joined Aetna Life at Portland in 1925, going to the home office agency department two years later as divisional superintendent. For eight years before returning to Portland in 1937 he was associate general agent in Philadelphia

Last year the Oregon agency won the Aetna president's trophy, this being the second time in recent years. Mr. Adams is a member of the Aetna general agents



JOHN N. ADAMS

advisory council and is a past president of the Portland Life Underwriters Assn. He is an alumnus of the University of Iowa and a former treasurer of the Oregon Republican state central committee. He is a veteran of the first world war. He was in the banking business in Idaho and Salt Lake City before taking up insurance. up insurance.

#### Schneider Denver G. A.

Armond H. Schneider has been named

Armond H. Schneider has been named general agent in Denver for Monarch Life, relieving Robert Pobuda who requested a return to the company's Hartford office because the high altitude adversely affected his wife's health.

Mr. Schneider entered the life and A. & H. business in 1925 and has recently been with Actna Life. He is an officer of the Denver quarter million round table and active in Life Underwriters' Assn. He served in the marine marine corps during the war.

#### Jefferson Promotes Two

Jefferson Promotes Two

John E. Barney and Frank D. Thompson of the home office staff of Jefferson Standard Life have been promoted to mortgage loan district supervisors.

Except for 44 months in the air corps Mr. Barney has been associated with Jefferson Standard since 1937. In January, 1947, he was appointed assistant escrow officer. He will be stationed in Greensboro and will have supervision of the production of mortgage loans for the western half of North Carolina. He graduated from the University of North Carolina.

Mr. Thompson started in the mortgage loan department in May, 1942. He served two years in the navy. Birmingham, Ala., will be headquarters for Mr. Thompson's territory.

#### **Anderson Brokerage Head**

Arnold G. Anderson has been appointed brokerage manager of the Edwin E. Besser general agency of Lincoln National Life at Chicago. He has been

with the agency since coming out of army service in March, 1946.

Mr. Anderson did special agency work this summer. He has sold principally retirement plans and endowment annuities to professional men and his average premium per \$1,000 of face amount has heen about \$85. been about \$85.

#### Williams Indiana Manager

Paul Williams has been named Indiana manager of World of Omaha. On doctor's orders, W. E. Michener, who opened the state for the company in 1941, has been compelled to slow down on account of his health, but will continue as commander. tinue as co-manager.

#### Manager at Amarillo

Louis N. Thomas, who has represented Great Southern Life at Plainview, Tex., since 1946, has been appointed manager of the company's northwest Texas agency at Amarillo. Mr. Thomas is a native of the Plains country and graduated from the University of Texas. He served in the navy.

Mutual Benefit Appoints Jacobs Mutual Benefit Life has designated John J. Jacobs, III, district supervisor at

Hal W. Dale has been named associate general agent for the Aetna Life in Memphis. He has been supervisor in Jackson, Miss., for the Memphis general agency. He was educated at Milsaps college and in 1937 entered life insurance ioning Aetna in 1946 surance, joining Aetna in 1946.

#### Commonwealth Ups Four

The industrial department of Commonwealth Life has named the following assistant managers: Edward L. Browning, Somerset, Ky.; Norman T. Reid, Hopkinsville, Ky.; J. W. Young, Ashland, Ky., and Palmer H. Durham, Covington, Ky.

Aetna Life Ups Payment

Aetna Life has declared an extra dividend to stockholders of 50 cents as well as its regular quarterly dividend of 50 cents, thus making the distribution for the year \$2.50 as compared with \$2.10 in the previous year. The dividends are payable Jan. 3 to stock of record Dec. 3.

## CAREER FAMILIES



E. W. MILLHOLLAND



J. W. MILLHOLLAND



S. C. BABER



W. R. TROUTWINE

THE long and successful history of the J. W. Millholland Agency extends over a period of 32 years. The founder, J. W. Millholland, was appointed General Agent for Ohio National in 1916. He still plays a leading role in the Agency's activities. His son, Emmett, joined the Agency in 1929, following graduation from Ohio State University.

Mr. S. C. Baber-an ONLI for 32 years-is the brother-in-law of J. W. Millholland; Mr. Wray R. Troutwine is his son-in-law. Like Emmett, both are among the Company's leading life underwriters. All the members of this loyal ONLI family are a credit to the life insurance business.



Decem

two da busines

Joe the yellast yellast yellast any lace a defin

to just 1949, v its silv

R. W

Robe of Info spectio. Angele manage 1946 a

Sche Mass four 1

French pected,

60

won

Iow

Am

soci

cam

was

thre frate

rese

gani

sue

1895

life Neig adm

\$120 force

stati

prog

SUPRI

#### Form Insurance Society at University of Wis.

Contributions of University of Wisconsin toward teaching, research and public service in the field of insurance will be discussed at the meeting of Wisconsin Insurance Society at Madison

The society is a new student group on the university campus, organized to bring about closer association between insurance leaders and students of in-

surance. More than 50 invitations for the first meeting have been sent to presidents of Wisconsin insurers, all of whom have been voted honorary memberships in the society. Associate mem-bership is open to former students at the university who are now engaged in

insurance. Le Roy Luberg, assistant to Pres Fred of the university, will outline job opportunities and discuss carerrs of former students in the insurance field. Nearly 1,000 students are enrolled in the elementary insurance courses this year.

## **FRATERNALS**

## Tkatch New Head of Pa. Congress

Stephen M. Tkatch, president of Greek Catholic Union, Munhall, Pa., was elected president of the Pennsylvania Fraternal Congress of the annual meeting in Scraton. He succeeds John Eibeck, president of Catholic Knights of St. George, Pittsburgh.

Other new officers are: First vice-president, M. F. Loughner, Mutual Beneficial Assn, of P. R. R. Employees; second vice-president, Coloman Revesz, Verhovay Fraternal Assn.; secretary-treasurer, Miss Louise Patrick, Woodmen Circle, Philadelphia.

The executive committee includes: John Eibeck; Joseph Spencer, Protected Home Circle, Sharon; Melania Lukasiak, Union of Polish Women, Pittsburgh; B. M. Pekich, Serb National Federation; R. D. Robinson, Maccabees; Veronica Ginovsky, Ladies Pennsylvania Slovek Powers & Greek, Catholic Catholic Pederation; R. D. Robinson, Maccabees; Veronica Ginovsky, Ladies Pennsylvania Slovak Roman & Greek Catholic Union, Wilkes-Barre; E. R. Deming, president Unity Life & Accident, Syracuse, N. Y.; John J. Sirtonak, First Catholic Slovak Union, Cleveland, and Jennie I. Henry, Degree of Honor. The delegate to the National Fraternal Congress is Miss Patrick.

#### I. H. Schmitt Retires

J. Henry Schmitt, general agent of d Assn. for Lutherans at Baltimore, Aid Assn. for Lutherans at Baltimore, has retired under the society's agents' retirement provisions. He has been with the society since early in 1921.

#### Mrs. Hensley to Tour South

Mrs. Minna W. Hensley, Franklin Life, Salina, secretary of Kansas Assn. of Life Underwriters, has been invited to appear on three southern sales con-gress programs in March, with meetings Scheduled for Birmingham, Atlanta and Mobile. She is a member of the Kansas Leaders Round Table.

#### Minimum Wage Increased

The minimum hourly wage for female office workers and minors in the state of Washington is being increased from 371/2

The new wage is in line with that now in effect in Oregon and California and is the highest set to date in the United States.

## SALES MEETS

## Central, Ill., Holds Cal. Regional

About 70 were on hand for the two-day California regional meeting of Central Life of Illinois, held at Death Valley. President Alfred MacArthur opened the meeting with an address of welcome and complimented the California organization on its record of production and leadership. The California department headed by Lee R. James has led the company every month this year.

Home office people present included President and Mrs. MacArthur, W. M. Johnson, vice-president and actuary; Lester L. Johnson, vice-president and agency manager; Benjamin Getzoff, home office representative, and Alex Johnson, home office general agent.

Wilbur Johnson discussed the new mortality table, saying that the difference in life expectancy is principally due to improved living standards. He said the factor in the new table for alcoholism may have to be revised, since the experience is out of line with the table and is particularly bad up to age About 70 were on hand for the two-

table and is particularly bad up to age 30. Stressing the expense of doing business, which is practically double, he urged agents to sell larger policies.

#### Cites Shift in Economy

Lester Johnson emphasized that as the country has grown from an agri-cultural to an industrial economy life insurance has become the only means by which the majority can achieve security. He pointed out that there is now \$15 billion of insurance in force on juveniles and 30% of all life insurance in effect is on women. He discussed the

in effect is on women. He discussed the progress in business insurance, partnership and tax insurance.

W. L. Owen, general agent at Long Beach, presented a visual sales talk based on a dollar-a-week selling program. C. B. Smith, San Diego, presented the mortgage insurance sale using a visual sales portfolio. Frank Miles, manager of life department of the Fletcher-Lawrence agency of Ventura, Cal., discussed the social security approach. Joseph Caughlan, a general insurance agent at Sacramento, told how local agents can successfully add life inlocal agents can successfully add life in-surance to their sales service and thus give complete insurance service to their

The second day's session was on sales The second day's session was on sales talks having to do with prestige building, package sales, visual selling and training. Mr. Getzoff explained the company's courses and sales aids. He urged the sale of insurance to higher income groups and asked that the company's direct mail plan be employed and every effort made to build prestige and obtain skill in selling.

#### Kunkel Gives Talk

K. D. Kunkel, general agent at San Diego, talked on prospecting, motiva-tion, enthusiasm, and field cooperation. He advocated thorough basic training

for new men. Harold L. Burgner, general agent at Oakland, a strong advocate of mailing pre-approach material, recommended the use of the "Estate-O-Graph" and the Diamond Life Bulletins service. He cited several cases of sales made through

the use of these services.

Frank W. Bland, Pacific Coast manager, THE NATIONAL UNDERWRITER, gave an inspirational talk and a sales demonstration on juvenile and educational insurance.

Mr. MacArthur closed the meeting with a historical outline of the Death Valley country with which he is familiar, and he told of his acquaintance with Scotty of the famous Scotty Castle and the legend of Scotty's hidden gold.

#### 300 at Home State Meeting

About 300 executives and agents of Home State Life of Oklahoma City at-tended the annual agency meeting at the



## A Pointer

IF YOU'RE A SPORTSMAN who bags the game, you pay attention to a priceless pointer.

Life Insurance is a successful in-

vestor's pointer.

Regardless of your earnings, high taxes and higher living costs make it practically impossible to create the needed income producing estate without the aid of Life Insurance.

WOODWARD

Attractive Territory and unusual Sales Opportunities are presented by:



AVENUE



lds

ber 3, 1948

r the two-ng of Cen-Death Valhur opened of welcome nia organ-uction and department as led the ear.
t included ur, W. M.

actuary; actuary; sident and Getzoff, and Alex agent. the new the differ-

principally ards. He table for ised, since with the up to age oing busi-ouble, he cies. I that as an agri-

nomy life ly means chieve se there is cussed the , partner at Long sales talk

lling pro-iego, pre-sale using nk Miles, of the Ventura, urity aptold how and thus e to their

s on sales ige build-lling and ined the aids. He to higher the com-loyed and stige and

t at San motivatraining agent at f mailing ended the

and the through ast man-TER, gave les dem-

meeting te Death familiar, nce with astle and gold.

eting gents of City at-ig at the

home office in Oklahoma City. The two days were filled with pleasure and business sessions.

Joe D. Morse, president, announced the year's business about the same as last year, but that it made up in quality any lack of increase. He said there was a definite gain in conservation—enough to justify a goal of \$20 million set for 1949, when the company will celebrate its silver anniversary. its silver anniversary.

#### R. W. Troughton Promoted

Robert W. Troughton, sales manager of Informative Research, insurance inspection reporting organization of Los Angeles, has been promoted to sales manager for southern California. He has been with the organization since 1946 and had considerable prior experience in the field.

#### Schedules 1949 Regionals

Massachusetts Mutual Life will hold Massachus at the May and June at Lake Tahoe, Calif., Augusta, Ga., Lake Placid, N. Y. and French Lick, Ind.

Total attendance of about 800 is ex-

pected, with close to 200 at each meet-

#### 1888 - 1948 **60 YEARS OF SERVICE**

Formed in 1888 when nine women met in Council Bluffs, Iowa, Royal Neighbors of America first served as a social society. In 1889 the society became a secret social order and the next year its present name · was adopted.

Today the society serves in three ways, providing social and fraternal activities, plus legal reserve life insurance. The organization was chartered to issue life insurance March 21,

As a leader of the fraternal life insurance system Royal Neighbors of America now has admitted assets of more than \$120,000,000 and insurance in force of \$383,000,000. These statistics dramatize 60 years of progress.

### ROYAL NEIGHBORS OF AMERICA

SUPREME OFFICE, ROCK ISLAND, ILL.

\$44,841,621

ASSETS

SUPREME FOREST WOODMEN CIRCLE

Omaha, Nebraska

## **POLICIES**

#### Premiums Shown for New Mass. Mutual Form

Premium rates for the new mortgage retirement plan of Massachusetts Mutual are shown below. The additional insurance provided will be either \$2,000 or \$3,000 per \$1,000 of sum insured under the basic policy. Annual premiums per \$1,000 initial insurance are:

	10 Yr.	15 Yr.	20 Yr.
Age	Plan	Plan	Plan
20	2.77	2.82	2.87
25	3.00	3.13	3.29
30	3.41	3.71	4.08
35	4.27	4.82	5.49
40	5.78	6.70	7.82
45	8.20	9.67	11.39
50	11.99	14.20	
5.5	17.61		

#### Ups Single Premium Limits

Pacific Mutual has increased its single premium life limits from \$25,000 of single premiums to \$50,000, including such policies already in force. The same action is being taken with respect to life and refund annuities. The combined limit of single premium life and single premum annuities will also be \$50,000.

## **MANAGERS**

#### Milwaukee Managers Assn. Names Perego President

MILWAUKEE—At the annual meeting of Life Managers & General Agents Assn. of Milwaukee,

Assn. of Milwaukee,
Alfred K. Perego,
general agent of
Wisconsin National
Life, was elected
president to succeed
Clarence A. Post,
Provident Mutual.
Clifford Raisbeck,
Great Northern, is
first vice-president;
Ernest Kasche,
Aetna, second vicepresident; George
A. Knutsen, Mutual
Life, treasurer, and



A. Knutsen, Mutual
Life, treasurer, and
George L. Grimm,
New England Mutual, secretary.
Mr. Perego has long been active in
insurance organizations. He is a director
of Milwaukee Assn. of Life Underwriters
and on the executive board of National
Assn. of A. & H. Underwriters, and a
past president of the Milwaukee and the
Wisconsin A. & H. associations.

#### Detroit Cashiers Meet

Lantz L. Mackey, Home Life of New York, Detroit, spoke at the November meeting of the Life Agency Cashiers Assn. of Detroit-Windsor on business in-surance. The December meeting will be the annual Christmas party.

Bankers Life of Iowa held a roundup of Kansas agents at Wichita, with Gen-eral Agent J. A. Reinhart in charge.

Mrs. Frederick H. Ecker, wife of the chairman of Metropolitan Life, will leave within a few days for a visit to France, her native country. She will return in time for Christmas.

#### Mother's Day Originator Once with Life Company

Miss Anna M. Jarvis, the originator of Mother's Day, who died last week at the age of 84, was for some years a home office employe of Fidelity Mutual Life. She resigned many years ago when the success of the Mother's Day movement led her to give her full time to it. She objected to the commercialization and exploitation of the idea. fighting them vigorously. idea, fighting them vigorously.



On January 25, 1867, the Equitable Life of Iowa was founded in Des Moines, then a frontier town of 8,000 people.

The 81 intervening years have witnessed the development of that pioneer enterprise into a national institution. In contemplating the completion of its first century of service, the Company will continue to conduct its affairs in the sound, constructive and progressive manner which Time has so thoroughly tested.

## EQUITABLE LIFE of IOWA

Founded in 1867 in Des Moines



## LIFE AND CASUALTY

INSURANCE COMPANY

OF TENNESSEE

**OVER TWO MILLION** POLICIES IN FORCE

A. M. BURTON, President

Home Office

Nashville, Tenn.

VIIM

#### DID YOU KNOW

that the wide facilities and excellent service of the Manufacturers Life include:

DOUBLE FAMILY IN-COME BENEFIT (\$20 monthly income per \$1000)

MORTGAGE REDEMP-TION PLANS - geared to F.H.A.

PENSION TRUSTS - with Life Insurance or 100% on Deferred Annuities

INSURANCE ON LECTED DIABETICS UP TO \$200,000 SINGLE PREMIUM on Life, End. and Annuity Plans

LOW TERM RATES on 5, 10, 15 year and One Year Renewable Plans

FAMILY INCOME TO AGE 65 - also regular 10, 15 and 20 year F.I.B.

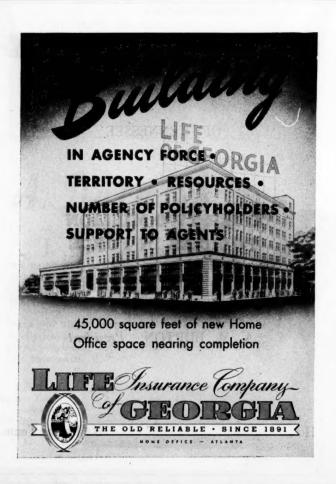
FOREIGN TRAVEL and RESIDENCE COVERAGE

PARTICIPATING and NON-PARTICIPATING RATES

**INSURANCE IN FORCE \$1,095,256,531** (Including Deferred Annuities)

ASSETS, \$358,121,438

## THE **IANUFACTURERS** OFFICE . TORONTO, CANADA



### Gird for Possible SS Increases

(CONTINUED FROM PAGE 4)

these forms ask too many questions and the questions are too vague. He charged the questions are too vague. He charged that insurance company assignment forms take an entirely different route from the claim form in a large percentage of cases and that there are numerous instances where the assignment and claim forms become detached. In numerous cases the employer or the insurance company have already issued a merous cases the employer or the insurance company have already issued a check to the employe only to have the assignment form turn up later with the hospital "holding the bag," Mr. Brown said. The Chicago plan for hospital admission which is due to be launched soon "removes every single irritation" in this field, but the situation in other cities is for from good for the insurance. cities is far from good for the insurance companies and the hospitals, he con-

In answer to questions from the floor, In answer to questions from the floor, Mr. Brown admitted that hospitals are making a substantial profit on extras. He countered that two-thirds of hospital revenues go for room and board and that the hospitals actually are losing money on these items. More than 50% of hospital income is from extra charges of that hospitals are tempted to like so that hospitals are tempted to hike the cost of extras to make up for loss of money on room and board, he ad-

Richard M. Jones, director of the Blue Cross commission, said that a service benefit bank is being established by the various Blue Cross organizations to pro-vide uniform benefits for employers having employes in several areas.

#### Marjorie Shearon Makes Hit

The audience applauded vigorously but somewhat wistfully the recommendation of Marjorie Shearon, legislative consultant from Washington, D. C. that not only should the broadening of social security be opposed by private industry, but management should unite to repeal what social security legislation is already in effect. She charged that management which considers it good business not to oppose broadening of social security fails to realize that it is but a stepping stone to complete socialbut a stepping stone to complete social-ism. She charged that the social security system has already gotten away from the idea of insurance and is little more than glorified poor relief. It has run into fiscal complications already which make the use of the general revenues of the government more certain. If benefits are increased, there will be no pretense of being able to pay for them out of premiums on an actuarial basis

basis.

Miss Shearon declared that the social security program is based on political demand and not on need and that the call for it comes from federal propaganda specialists while labor is ignorant of it and management is "scared out of its wits." She charged that the social security hierarchy had an easier time with the "politically naive" Republicans in the Senate than they have ever had with the Democrats. They have penerated congressional committees and actrated congressional committees and actually written many congressional reports. They have colored much of the work of the advisory council of the Senate finance committee and written many of its conclusions. She said that only in the minority reports of this com-mittee, presented mainly by M. Albert Linton, president of Provident Mutual, has there been any independent thinking. She warned that there is plenty of trouble ahead from labor when it realizes that it will have to pay more for increased benefits.

Miss Shearon stated that the social

Miss Shearon stated that the social security administration dare not tax labor above 6% on the first \$4,800 of earning and, therefore, more and more dipping into general revenue will have to be followed to finance social security. She envisioned the nation saddled by an enormous public relief program without a means test, with services and cash benefits offered as charity, but called

Miss Shearon, who worked for a number of years for the social security administration, warned that if permanent disability or temporary cash sickness is adopted, it is inevitable that to protect these trust funds, the government will be compelled to furnish doctors for certification purposes making them. tification purposes, making them mere clerks or medical policemen.

## **ACTUARIES**

#### **CALIFORNIA**

COATES, HERFURTH &

**ENGLAND** CONSULTING ACTUARIES

Denver

Los Angel

#### ILLINOIS

THOMAS and TIFFANY CONSULTING ACTUARIES

211 West Wacker ) Trive CHICAGO 6 Telephone Franklin 2633 B. Russell Thomas, A.A.S., A.A.I.A. Carl A. Tiffany

#### Harry S. Tressel & Associates

Certified Public Accountants and Actuaries 10 S. La Salle St., Chicago 3, Illinois

Telephone Franklin 4829
Harry S. Tressel, M.A.I.A.
M. Welman, F.A.I.A. Wm. H. Gillette, C.P.A.
N. A. Moscovitch, A.A.I.A.
W. M. Barkhuff, C.P.A.
Robert Murp.

#### INDIANA

Haight, Davis & Haight, Inc.

Consulting Actuaries

FRANK J. HAIGHT, President

Indianapolis - Omaha

#### **MICHIGAN**

#### ALVIN BORCHARDT

Consulting Actuaries

76 West Adams, Detroit 26, Michigan Phone CAdillac 9515

#### **NEW YORK**

Consulting Actuaries Auditors and Accountants

Wolfe, Corcoran and Linder

110 John Street, New York, N. Y.

#### **PENNSYLVANIA**

FRANK M. SPEAKMAN CONSULTING ACTUARY

ASSOCIATE E. P. Higgins

THE BOURSE

PHILADELPHIA

#### VIRGINIA

## BOWLES, ANDREWS & TOWNE CONSULTING ACTUARIES

915 American Bldg., Richmond 19, Va.

Robert J. Towne, F.A.S.A., F.A.I.A. C. Coleman Andrews, C.P.A., M.A.I.A. os. P. Bowles, Jr., F.A.S.A., F.A.I.A.

permanent sickness is

ber 3, 1948

to protect ors for cer-

3 H

RIES

FANY

ht, Inc.

resident

RDT

Michigan

Actuaries

Linder ork, N. Y.

MAN ARY

DELPHIA

TOWNE d 19, Va. A.I.A. M.A.I.A. F.A.I.A.

# What's back of a sale?

The Ohio State Life is known as a sound and progressive company. Look at this five year record: Insurance owned by policyholders increased 55 %, resources increased 55 %, and the surplus for extra protection of policyholders increased 50 %.

The Ohio State Life underwriter has field tested sales plans. He is assured of an audience through the appeal of one of these plans: The combination sales plan, known so well as the "OD", the "Assured Security", Social Security, "Mortagae Protection", or Programming, All these are complete merchandision sales.

An Ohio State Life underwriter is provided a means whereby he can have the comfort and security of a "guaranteed income", even though commissions are the basis of earn-ings. Lifetime income is an im-portant part of the contract.

**INCENTIVE** 

It's more than just making a living in life that counts. Yes, Oslico underwriters make money — good money. But beside this, they have fun at their job. It's fun to do your work when the reward of an all expense convention is at stake. It's fun to do your work in a campaign where honor, recognition and prizes are a plenty. It's fun to do your work when an appa-week membership means free merchandise. It's fun to do your work and become a member of a company production club and receive a fine award check right at Xmas time. It's fun to do your work when you are trained in the knowledge of life insurance selling and can face your prospects with a plan which is out of the ordinary.

With Oslico, there are many incentives in addition to a liberal contract.



THE OHIO STATE LIFE

Claris Adams, President Frank L. Barnes, 1st V.P., Agency Director

COLUMBUS, OHIO



## COURSE CHARTED-MISSION ACCOMPLISHED

By Leonard H. Morgan, York, Pa.

Recently I came across some flight plans used on missions which I made during the war as a member of the Army Air Corps. A flight plan is, in principle, a chart. When followed, it delivers an airplane to its destination. Men of far greater experience than I told me that, if I followed a given flight plan exactly, I would arrive at a predetermined destination in X hours and minutes. I did follow the plan exactly and I did arrive there.

Last year was my first full calendar year in the life insurance business. That year I knew nothing but the Provident's "flight plan," the "Chart for Living," and used this programming method exclusively. Many of you may consider \$300,000 a poor year, but to me—it was wonderful.

I'll never forget my early fears about prospecting. "Whom will I call on? Who is my prospect? Whom shall I sell?" I was advised to use direct mail and I'll never forget my feeling when those first reply cards came back. They reminded me of the first garden we planted, and my surprise at seeing the lettuce peeping out of the ground.

One of the early repliers was a prominent middle-aged citizen. I made an

appointment. He liked the Chart, and never was there a more surprised young man than I — for, when I left his office 15 minutes after meeting him for the first time, I had almost \$100,000 of life insurance policies to program. He was so impressed with the clarity of his own Chart that he personally introduced me to his four department heads. As a result, three of the four subsequently bought a total of \$57,000. A short time later he phoned and asked me to stop at his office. He told me that his son had just opened a branch office and needed some advice on his life insurance program. He said he wanted his son to have the benefit of an experienced life insurance counsellor. This—after I had been in the busi-

ness for six weeks! Do you wonder why I love the "Chart for Living"?

My average policy when the Chart was used was \$12,250—and when not used, \$3,350. I've used it successfully on direct mail repliers, referred leads, personal friends, orphan policy owners, matured endowments—yes, and even on relatives. A common-sense analysis of a life situation is clearly and accurately recorded by the "Chart for Living," and the logical conclusion is—a sale.



Sales Ideas From "Provident Notes"